

PRINTERS' INK.

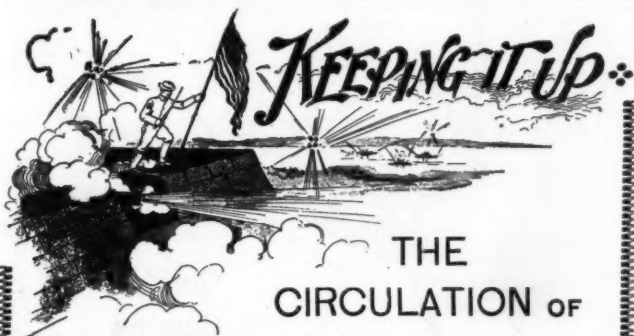
A JOURNAL FOR ADVERTISERS

GEO. F. BOWELL & CO., PUBLISHERS, 10 SPRING ST., NEW YORK.

VOL. XXIII.

NEW YORK, MAY 11, 1898.

No. 6.



THE
CIRCULATION OF

THE PHILADELPHIA RECORD

for April, 1898,

AVERAGED **201,210** COPIES DAILY.

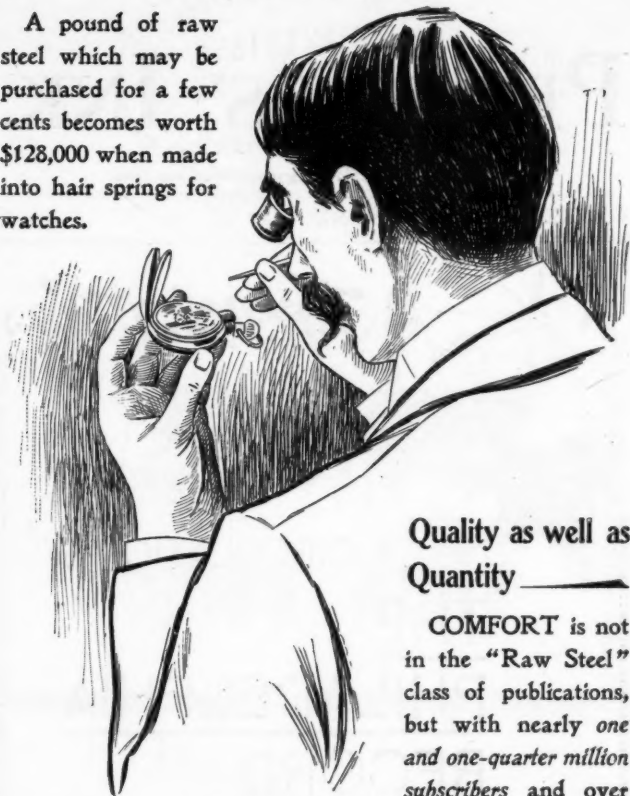
Compared with previous months of the current year, the above figures represent the following gains :

Over March, 1898, (191,988 daily)	- - -	9,222
February, 1898, (181,809 daily)	- - -	20,901
January, 1898, (176,195 daily)	- - -	25,015

And the rate is 25c. per line, the same as it was a year ago.

THE RECORD PUBLISHING CO., PHILADELPHIA.

A pound of raw steel which may be purchased for a few cents becomes worth \$128,000 when made into hair springs for watches.



Quality as well as Quantity —

COMFORT is not in the "Raw Steel" class of publications, but with nearly one and one-quarter million subscribers and over six million readers it leads the procession in the "Hair Spring" class.

Ads in COMFORT may appear
to come high but they pay.

See or write any general advertising agent for space, or address

W. H. GANNETT, Publisher,
AUGUSTA, MAINE.

Boston:
John Hancock Building.

New York:
Tribune Building.

Chicago:
Marquette Building.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 20, 1893.

Vol. XXIII.

NEW YORK, MAY 11, 1898.

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ADVICE TO BUDDING AD- WRITERS.

By Wolstan Dixey.

A young man writes me from Dayton, Wash., who is a type of hundreds of young men to-day who will be the business men and shape the advertising methods of the next generation. For this reason it seems as if his letter and the right answer to it would not be out of place in PRINTERS' INK. He says:

I have read PRINTERS' INK for the past year or more, and have become interested in the adwriting business. I do think I could beat some of these country advertisers. I have written quite a good many ads for imaginary houses just for practice, but then I want something a little more real. What had I better do? Try and write for some house here or begin away from home where I am not known? Borrow a thousand dollars and start a country syndicate, or get the idea out of my head? Can't you give me an idea? Perhaps all I need is a start or a damper.

The very first idea that an advertising writer ought to get thoroughly fixed into his head is that advertising is practical. There is nothing imaginary about it whatever. It has to do with actual facts right here and now. It must talk about goods and business that are immediately in hand. It must talk to people that are right in sight. It must deal with conditions that are on top at this particular minute.

Learn about business. Get familiar with the people who buy and sell, and with the goods that are bought and sold. Don't let the idea run away with you that you can shut yourself up in a corner somewhere and think out bright and funny things about imaginary things; and in that way produce good advertising.

But go right into a store, a factory or an office and find out how things are sold; how they are made and how business is carried on.

Or go out on the road with a grip in your hand and tackle some of the men who are chuck full of objections and who are being tackled a dozen times a day by other men bigger than you are, all trying to sell them the same goods.

Hitch yourself on to the advertising department of a newspaper or maga-

zine if they will let you, and try to sell some of their space. In fact, stack up against the hard, practical, every-day game of buying and selling in the face of competition and opposition, arguments, prejudice and indifference.

Talk to people on the street or in the shops or on their farms. Mix well with the crowd, find out what they are talking and thinking about, what they believe, what they are ready to believe, and the things they don't believe and won't have at any price.

All this knowing goods, knowing business and people is the way to learn advertisement writing. Then write advertisements about these same goods that you have seen and handled and pulled to pieces, to just these people that you have talked and laughed, eaten, drank and argued with.

The only way to produce good advertising is to talk live facts to live people.

Get into one good business if you can. Learn all you can about it. Get interested in it. Soak your mind in all its details and technicalities. Then when you come to write pitch the details out the window and put down the main points, the strong points, the things that buying people want to know.

Put spirit and life and enthusiasm into it. If there is any business you can't become enthusiastic about there is something the matter with it or you.

This young man wants to know how to begin and where to begin. It is a curious paradox, this starting in business. You can't do a thing until you have learned to do it and the only way to learn is to do it. So there you are. It is the old question of hen or egg.

Begin somewhere, but begin now. Break in wherever you can and write ads for some practical business as good as you can write them until you learn to write them as they ought to be.

But throw overboard from the very start every attempt to say funny things or smart things, or to get up strange, peculiar phrases and startling, grotesque effects.

Don't set up your advertising ideal

like a circus clown holds up a paper hoop, as if it was something to turn a back somersault through. You don't want sayings and pictures and type-twisting effects just to make people laugh. You want plain, pleasant, easy, straightforward, convincing talk that will make people come up and buy.

COMPETITION AMONG AGENCIES.

A large advertiser writes us that "advertising is worth to the advertiser who knows what he wants only the lowest price for which it can be purchased from an agent or publisher;" and right here we may say that it is upon those words, "who knows what he wants," that the whole matter hinges. How many advertisers really know what they want? How many can make up a list of the papers best suited to their business? How many know how to get up a good advertisement? How many are there who have not some pet hobby and can not be argued or flattered into using publications that common sense ought to tell them are unsuited to their particular business. Taking it for granted, therefore, that few advertisers really know what they want in the way of advertising, and recognizing the fact as well that fully 75 per cent of the entire advertising of this country is placed through agents, let us see what the effects of competition are so far as the advertiser is concerned. We will take as an illustration a case which occurred some months ago. An advertiser desiring to place a contract, made up his mind that he would get it as cheap as he could. He requested estimates from four or five agents, and each agent of course was anxious to get the order. They knew that price was the only consideration, and figured accordingly. The agent who secured the order took it practically at cost, or, figuring that it would cost 5 per cent to execute the order, he paid a premium of 5 per cent for the privilege of placing the advertising. This is fact, not theory, and just about amounts to working for nothing and buying your own clothes. Some advertisers perhaps will believe that this is not a true statement, and yet men who are experienced know that this is but one of many similar occurrences. But why, advertisers ask, will agents do this? They do it because they expect that the advertiser will place additional orders, and expect and intend to make

him pay well on such orders. Several years ago advertisers were not familiar with these tactics and the agents were able to realize good profits on the second orders, but somehow or other nowadays advertisers have a knack of making up their minds just how much advertising they will do for the year, in what papers and what space, and then when the agent takes the order "at a large discount" he finds there is no opportunity to get additional orders and swallows his bitter pill very ungraciously. — *Advertising Experience.*

PUBLISHERS' ADVERTISING.

The amount of circular matter received daily from publishers is an intolerable nuisance. When it comes unsealed it is an easy matter to place it where it belongs—in the waste paper basket; but it tries one's patience when sealed, and under the guise of a communication takes up time worth a good many dollars. Publishers set a mighty bad example in sending out circulars, when they could for one-tenth the cost reach the cream of the trade through publications exclusively devoted to the interests of advertisers. — *Advertisers' Guide, New Market, N. Y.*

Mrs. J. Benson
V. M. C. Bldg.


NEW...
SHIRT WAISTS

Our stock of Shirt Waists this spring is just what people want.

They are not too dark, nor too light; too thick, nor too thin; not new and handsome patterns in Plaid, Stripes and Solid Colors.

A large and handsome assortment at
\$06, 75c, \$1.00, \$1.15, \$1.50,
\$1.75, \$2.00, \$2.25 and \$2.87.

White Pique.....\$1.00 up to \$5.00
Silk Waists, from.....\$3.75 up to \$8.50





Marching! Marching!

But you can't go to war without a pair of our \$3.50 Shoes—and we are showing the strongest line of Boys' Tans in town, \$1.50 to \$4.00; \$1.75 to \$2.00. Your interest to look us up.

Sole Mfgs. **BOWE-TALMAGE SHOE CO.** RETAIL
1110 N. 10th St. MINNAPOLIS, MINN.

An anonymous correspondent of **PRINTERS' INK** clips from the Omaha *World-Herald* of April 26th the advertisements of which greatly reduced reproductions are here given, and asks whether it "doesn't seem singular that two ads should come together and make a complete figure." It does seem curious, but not more curious than the figure itself.



Advertising A School

A newspaper man who thinks his newspaper should carry more School advertising than it does must have some reason in his mind — some cause for thinking as he does. If that cause is strong enough, and good enough, and real enough to convince him it will convince others if they can hear or read about it.

Every man who believes what he is saying finds believers. It is the man who is talking what he don't believe who fails to exert an influence.

If your paper really ought to have more School advertising you should tell the reason why in PRINTERS' INK, in the School edition, the edition for Wednesday, May 25th.

Copy must be in hand not later than Wednesday, May 18th.

TRADE-MARKS IN THE PATENT OFFICE.

By Davis & Davis, Washington, D. C.

Under the common law, as is well known, the owner and proprietor of a trade-mark is entitled to the exclusive use thereof, the courts affording him a remedy for infringement not only by awarding him damages but also by injunction against further use by the infringer. Registration in the Patent Office, therefore, is not absolutely necessary to perfect one's right to a trade-mark, although it possesses certain important advantages of which few merchants are aware, but which all owners of valuable marks will appreciate.

In the first place registration in the Patent Office is *prima facie* evidence of ownership, thereby throwing the burden of disproving title upon the person denying the same. The advantage of being on the defensive in a priority contest will be readily appreciated. Again, the United States (Federal) Courts have original and appellate jurisdiction in actions for the infringement of registered trade-marks without regard to the amount in controversy, an advantage that at times is exceedingly important, and will be fully appreciated by lawyers. And, furthermore, some foreign countries require registration in this country before granting protection there.

Not all trade-marks, as is well known, are capable of exclusive appropriation. The general rule is that the word or symbol used as a mark be arbitrary, that is, not descriptive of the article. For instance, "desiccated," "granulated," "dried" and similar words are not good trade-marks because descriptive. Such words, however, as "Ideal," "Eureka," "Boss," etc., are good marks, although indicative of a desirable quality. However, it is impossible to lay down a comprehensive rule, as each case must be decided on its own merits.

The Government fee for registration is \$25, and the protection runs 30 years and may be extended for a like period.

We are satisfied that but few merchants appreciate, until too late, the advantage of registering their marks in foreign countries. Perhaps the value of foreign registration will be best understood from a quotation from the Commissioner of Patent's report for the year ending December 31, 1897:

The importance of having trade-marks protected, and in many countries registration is

necessary to protection, has been forcibly impressed upon American manufacturers who, sending their goods into some foreign country, have found the very trade-mark which has become of value to them registered in that country by some citizen of that country who made application for registration for no other purpose than to enable him to demand of the American manufacturer a price for the right to sell goods marked with that trade-mark in that country. As in a number of European countries registration of a trade-mark is attributive of property in such mark, and is granted, not to the first adopter and user of the mark, but to the first applicant for registration, and as in these countries the registrant can, under the laws there in force, forbid the importation of goods marked with the trade-mark registered by him, or even compel the seizure of such goods, it is evident that such registrant has the manufacturer who is the rightful owner of the mark completely at his mercy, so far as trade in that country is concerned. I am informed that in at least one European country citizens of that country have registered the trade-marks used by a number of American bicycle manufacturers and are in a position to prevent the trade of such manufacturers with that country except under such conditions as the registrant may choose to dictate. It is believed that the international registration of trade-marks would be of material value and is practically indispensable to those of our manufacturers who desire to develop their foreign trade.

We also quote the following from a report by Vice Consul Blum of Copenhagen to the State Department:

The said firm (the American firm) has for over a quarter of a century been selling its goods (Peerless Gloss for Shoes) in Denmark, and has built up quite a large trade, the articles now being for sale in almost every shoemaker's store throughout the kingdom. A Danish manufacturer in the same line of business recently thought it a good idea to imitate the labels and also the bottles used by the American firm, having found out that it had not registered its trade-mark, although it is registered in the United States and Great Britain. The labels used by the imitator are in Danish and bear his name, but otherwise they are identical with the American firm's labels and bottles. This counterfeit was registered here at the Danish trade-mark registration office, and according to law duly advertised in the Danish newspapers. No objections were raised within four months after registration, as stipulated by law, and the said trade-mark is now the Danish manufacturer's property.

We would also add that the statutes require that the mark be used in commerce with some foreign nation or Indian tribe before registration in Patent Office. A bill is pending in Congress extending the protection to marks used in interstate commerce and is likely soon to become a law.

♦♦♦
ADVERTISING is not a mystery; it is simply telling the story of what you have to sell to those to whom you wish to sell it. The best advertising is done by those who know who they want for customers, and reach them effectively and frequently.—*Profitable Advertising, Boston, Mass.*

UP IN HARLEM

Representative statements of Newsdealers in the northern part of the city are appended :

CALLAHAN, 492 Columbus Ave.:

The New York Times is selling far better now than it ever did before.

DOBREL BROS., 2058 7th Ave.:

The New York Times is steadily increasing in sales. Some other papers are falling off.

KING, Corner 128th St. and 5th Ave.:

The New York Times has done better in sales during the past three months than in three years before.

ALBERT, 8th Ave., bet. 124th and 125th Sts.:

I have been obliged to increase my order of The New York Times $33\frac{1}{4}$ per cent within the last week. There is a great demand for the paper.

NATHAN, 2046 7th Ave.:

I am compelled again to increase my Times order.

GOLDSTEIN, Columbus Ave., bet. 92d and 93d Sts.:

The New York Times is selling better than ever. I have almost doubled my order within the last three months.

NELSON, 116th St. and 8th Ave.:

The New York Times is steadily increasing in sales.

The New York Times

"All the News that's Fit to Print."

STORE MANAGEMENT.

How to get the full value of advertising by rightly conducting the business, and how to make merchandising more profitable by a judicious system of advertising.

By Chas. F. Jones.

Subscribers are invited to ask questions, submit plans for criticism, or to give their views upon any subject discussed in this department. Address Chas. F. Jones, care PRINTERS' INK.

We have all heard a great deal of talk about the recent fight in Denver between the department stores and the newspapers, but I don't remember having seen in print a very clear or satisfactory explanation as to how the fight came about or how it came to end as it did.

My own curiosity on the subject has led me to ask a good many people who are in a position to know for their opinion on the subject. Taking all these opinions together, and giving most attention to those whose position seemed to give them the best opportunities for observation, I will explain how the entire matter now presents itself to me.

My reason for doing this in this department is because the occurrence teaches three or four very strong lessons in advertising and in business management.

For a number of years the department stores in Denver have been large advertisers; they have used big spaces regularly and often, but the question is, have they advertised judiciously? I believe the beginning of the entire trouble has been that the Denver merchants have been too liberal with their space and too lax with the matter which they put in it. For instance, the style of advertising which has largely prevailed in Denver has been one of over-display. Many of the merchants there seemed to think that they could take a small item, set it in large type, put around it four or five big black borders, and with a great big name attached, make out of the whole a half-page paying advertisement. As soon as one merchant used around his advertisement a black border or a fancy arrangement of the type, or a big meaningless cut, his competitor at once thought that in order to get ahead he must use twice as black a

border, twice as many fancy designs, twice as large a meaningless cut, and necessarily twice as large space.

Now I am not here giving my personal opinion on the advertising situation in Denver. I am simply taking information which I have gained from a dozen sources, and making out of this information one composite picture, which I hope will teach merchants in many cities that it is not so much the amount of space that you take, or not so much the price that you pay for it (although these things are important), but the most important is the use that you make of the space as regards the matter that you put in it.

Things progressed in this style of advertising in Denver until the merchants naturally were advertising themselves to death in their war one with another, and in their efforts to gain the public's attention by fancy display. They were simply building huge idols of type without heart or without life and bowing down and worshiping them as gods of advertising.

Naturally, when the merchants found that these advertisements did not bring them the desired amount of business, they immediately began to proclaim that advertising did not pay. Instead of looking at their own business and their own advertising for the reason for this lack of paying power, they began to proclaim with one voice that it was the fault of the newspapers and that the newspapers' rates were exorbitant, and that they could not afford to advertise, as is usually the case under such circumstances. They claimed the newspapers were getting all the money and that they were simply working for the newspapers, and with this view in mind they determined to put an end to newspaper advertising or to get them to reduce their rates.

Now, in a case of this kind, when a

merchant finds that his advertising is not paying, the first thing to do is to look at the advertising itself and be sure that it is right before he attempts to correct anything else.

Now I am told that the advertising rates in Denver have never been exorbitant, but that there have been a good many peculiarities about the rate cards which ought to have been corrected long ago. If the newspapers had been wise they would have corrected these little things without waiting to be forced into it.

The day is coming when newspaper publishers must all adopt the flat rate. Those who go into it first are going to get the benefit of it. This business of having a rate card too complicated to be understood, or too absurd to be read without laughing, is and should be a relic of the past. Without looking up the subject, I have received the impression from those who are in a position to know that the circulation of the Denver newspapers runs about ten, twenty and thirty thousand, and that for these various circulations the rates are about 2½, 3 and 4 cents per line. Now for newspapers in a town the size of Denver, these could not be called exorbitant rates; they are much more reasonable rates than some of the newspapers in New York charge that have even a less circulation and yet carry a large amount of advertising.

The mistakes the newspapers made were in continuing in their rate cards out-of-date provisions, and in not trying to help advertisers in advertising for profit, instead of mere display. The newspapers felt that they had a picnic and encouraged by all the means in their power this use of display type and funny diagrams. They of course could not be expected to refuse the advertising which these merchants offered them, but if they had only looked ahead they would have naturally seen where such advertising foolishness would lead to.

I do not think that the department stores treated the newspapers right, for I understand that instead of going to the newspapers and talking this matter over and seeing if those whose rates were too high were not willing to reduce them, the department stores

without consideration of anybody held a meeting and then notified the papers that they were all out and would stay out unless rates were reduced one-third. Now, this was an unfair proposition, because it was not possible that the rates on all the papers were uniformly one-third too high. There must have been one paper at least in Denver whose rates were pretty fair, and this paper, if its rates were fair, ought not to suffer along with the papers whose rates were unfair.

Here was the department stores' mistake; instead of considering each paper individually, and seeing that one paper that has so much circulation gets such and such a rate and therefore it is too high, and another paper of another circulation gets another rate which is considered fairly reasonable, they lumped the whole thing together and said to the newspapers, "All of you fellows have got to come down or we won't advertise." It then became a question, not whether the rates were right or not, but whether the whole newspaper business was to be dictated to by the advertisers.

This mistake that the department stores made naturally put the newspapers on the defensive and they combined to protect themselves. If the dry goods men had considered each paper on its own merits, and if any paper was getting too high a price for its space, I do not doubt but that paper could have been induced to reduce its rates. Making war on them all without discrimination naturally caused them all to stand together and thus make reductions impossible.

The lesson that this would teach to you business men is to be as honest with the newspaper which is publishing your advertising as you would expect that newspaper to be to you. If the merchant shows no consideration and no appreciation of the fact that the space has a just value, neither will the newspaper recognize that fact, and nine times out of ten the newspapers will get the best of it when both forget their duty, one towards the other.

Now every business movement seems to have a humorous side to it, and this Denver episode is not an exception to the rule.

Neither the merchants nor the newspapers realized when they went into the fight how strong the other side was, nor did either of them recognize the other's weakness after they had been

in the fight for a little while. The newspapers held together pretty firmly for a little while, and I am told that the department stores advertised in every other imaginable way. The theater programmes, the bill-posters and the weekly papers had a perfect feast while the fight was going on. It was not an infrequent occurrence to see a dry goods store with ten or fifteen pages of solid advertising in theater programmes. Many of the weekly publications distributed forty or fifty thousand of their publications free throughout the city in order to secure the dry goods advertising. This made the newspaper men sick at heart, for they were afraid that the department stores would continue to do this kind of advertising. The newspapers also realized that advertising helps the circulation of a paper, for when the advertising was out their circulations fell off considerable. Publishing a newspaper at a loss is not a very pleasant thing, and it has been said that if the dry goods men had only held out for a few days longer than they did they would have got everything they asked for from the papers.

Again, on the other side, the dry goods men very quickly found out that there was no advertising as good as advertising in daily papers, and the majority of them were no doubt sorry that they were in the combination. The real reason why the combination broke up was because one of the members of the combination had been induced by one of the newspaper men to agree to withdraw for certain personal reasons. This withdrawal, of course, shattered the strength of the combination and made the newspapers stronger in their determination to hold out, with the certainty that they would finally win. Thus the other side could have won had it held out a few days longer. The newspaper men were in a better position, because they seemed to know what the department stores contemplated doing, while the department stores had no idea as to what the newspapers contemplated doing.

Now this teaches a lesson that both newspapers and business houses should remember in the future. Never go into any kind of an agreement for fighting the other fellow unless you have fully made up your mind that your cause is just, and that you have the strength and determination to hold out until success crowns your efforts.

The department store men did not wholly lose their fight. I understand that the newspapers did make some concessions to them, concessions perhaps not in price, but in a simpler rate card and in some improvement in service.

The department stores in Denver are now advertising even more largely than they ever did before, but it is pleasant to note that they are aiming now to improve their advertising, and this will no doubt gain better results than they ever did before. The fight has, as far as I can learn, not done any one any harm, only in a temporary loss of business. It has proven clearly that both sides are strong enough to take care of themselves. It has proven to the newspapers that they can make no mistake by seeing that their rate cards are just and easy to be understood. It has proven to the department stores that the thing to do is to make their advertising good, readable and honest before they attempt to make it either large or fancy. It has proven to the world at large that there will be other and more bitter fights between advertisers and newspapers unless both get down to the consideration of advertising space on purely a commercial basis, and buying and selling it the same as any other merchandise is bought and sold.

The last I believe is the most important lesson that publishers and business men have yet to learn. Business men must learn that the newspapers are not published for fun, and that newspaper space has a right value, a value below which it is seldom they can get it, and above which it is not judicious to pay. The publisher should also learn that the business man does not advertise for love of advertising, but because he wants results, and the more thoroughly a paper can produce results for its advertisers the more certain that paper is to always have advertisers. The publisher should learn that his space is worth a certain sum of money, to be determined by the character and the amount of circulation which he gives, and that to take a less price for his space than he can afford is to injure himself, whereas, to ask a larger price for it than is right is pretty apt to lessen the business of those advertisers who know their business, and it is quite certain that the number of such advertisers are increasing every day.

THE SAN FRANCISCO CALL

J. D. SPRECKELS, Proprietor

W. S. LEAKE, Manager

PUBLISHED
EVERY MORNING
IN THE YEAR

The recognized family paper.
In perfect touch with the best
business elements of California

CIRCULATION

EXCEEDS **50,000** . . DAILY

Correspondents of unquestioned ability
Direct telegraphic communication with
New York, Chicago and Washington

For sample copies, rates and further information,
address DAVID ALLEN, Eastern Representative,
188 World Bldg., New York & C. GEO. KROGNES, Marquette Building, Chicago.

READY-MADE ADVERTISEMENTS.

Edited by Wolstan Dixey.

Readers of **PRINTERS' INK** are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

I want this department to be just as useful as possible to every retailer. It is too small to show a great many advertisements of different kinds of business. The best I can do seems to be by way of suggestion, and I try to provide ads which are not only good in themselves, but will be suggestive in making other ads for different kinds of business.

Take, for example, this first ad.

Sounds Reasonable.

Do Not Blindly Buy Furniture.

Ask questions. We will answer gladly, promptly. Ask questions when you purpose buying of others; if you are not answered readily, all the more reason for questions—ask more. In purchasing parlor furniture be sure to ask, for example:

Any moths in this suite?

We guarantee every bit of upholstery in these warerooms free from moths. Do you know another house which does this?

How many springs in these pieces?

The suite we offer at \$40 has 18 springs in sofa seat, 12 springs in each arm chair, 8 springs in each wall chair; each spring has eight knots made in muslin.

Any moss in the upholstery?

This suite has good all-hair upholstery. (Come into our work-rooms and see it for yourself.)

What is the covering?

It will be covered with imported silk tapestry—your own selection.

Order Work.

Decorating and interior wood-work estimates cheerfully given; sketches furnished. Window awnings. Slip covers.

E. D. TRYEM, 100 Market St.

Now you could substitute groceries or clothing or crockery or hats or any other goods in place of furniture. Then the two words, "Ask questions," at the beginning of the ad. That would make a good heading for any ad. "Ask questions about your shoes," the heading might be, or about umbrellas or about silks. Asking questions about any of these would be a good idea for the heading of an advertisement.

Now as to the questions. Every retailer knows his own goods pretty well, or ought to know them. Take the points you know about your own goods, which make them honest and desirable and superior—points which any common, sensible buyer would appreciate—and make each one of these points the heading for a question after the same manner in which it is done in this furniture ad.

Suppose you are selling hats. Your ad could begin, "Ask questions about your hat when you buy it. Ask if it is hand-shaped; ask if it is wine-stiff," etc. There are other questions that will occur to every hatter.

Suppose it is underwear. You might suggest that the buyers ask whether it is "full-fashioned," and what full-fashioned means, and whether the buttons have been specially reseeded.

Suppose you keep a grocery store, and say, "Ask questions about milk; ask what dairy it comes from; ask how the jars are kept pure and clean; ask how the cows are taken care of; where they live; how they are housed; what they eat?" You could suggest asking questions about coffee and tea. Questions as to the difference between Mocha and Java, and whether half the coffee that is called so actually is either one or the other.

Suppose it is shoes. People might thank you for suggesting that they inquire whether the shoes are split leather or buff.

Suppose it is wine. Your prospective customers might be told to ask where the grapes grow; what kind of grapes they are; what vineyard they come from, and who makes the wine?

If you have a laundry, people ought to ask whether you use corn starch or wheat starch; how long you keep the clothes in soak, and a few little matters of that kind.

As to clothing advertising, there is no end of the opportunities which a good clothier has for putting into the minds of the people he wants to reach just the questions they ought to ask when buying clothes. Very few people know what "all wool" means and what it should mean. They certainly ought

to know. They ought to know whether clothing will rip or not, and whether it will be reseeded and pressed free of charge. People who buy gloves ought to be taught to ask the questions which will tell them what they are getting for their money, and all this holds true in any business.

There are questions which the majority of buyers know already and will ask without being told. Others that they ought to know and that would be distinctly to the advantage of a first-class dealer to have them know.

Take the next ad.

The Man is Foolish

who denies himself the convenience, comfort, health and pleasure of a bicycle, when for a small weekly outlay he can take his pick of the many fine wheels I am handling. Call and see them.

Union, Stearns, Trinity,
Dayton, Iver Johnson, Fitchburg,
Featherstone and Rochester.

PRICES.

Chain Wheels,	\$25 to \$100
Chainless Wheels,	75 to 125
Tandems,	100 to 125

Cash or easy terms. Bring your old wheel. I guarantee to give you a good trade in Chelsea. Complete line of sundries.

F. E. RANDALL,
Broadway Sq.

It would be very easy to adapt that in a number of ways. The man is foolish who denies his family the pleasure of music in the house when a good piano can be bought at a reasonable price. The woman is foolish who ties herself to the slavery of a broom when a perfect sweepster can be bought for such a trifle. The young lady is foolish who tries to make over last year's hat or gown when she can get a brand new one for about the same money.

But the best ads of all are those that take some one article and describe it thoroughly and carefully in all its beauty or usefulness; tell just how it is made and all about it and why it is offered at the price. Such ads do not need very much philosophy, but frequently a little touch of it attracts attention and has a persuasive effect upon the reader,

Clothing.

There are Signs

that some people want to raise prices beyond a legitimate point; take advantage of a little tariff raise and add a war scare raise to it. Don't let anybody fool you. Some things may be higher, but they won't go up like a balloon. Worsteds went up, but you can afford them yet. You can buy elegant worsted suits for men at \$11.00, \$9.75, \$8.50, \$6.50 and \$6.00—pure worsteds at that—if you buy them with The Nebraska Label sewed in the neck of the coat. If all signs prove true, next to Uncle Sam, we're the biggest clothiers in this part of the earth.

TAYLOR & CO.,
25 Jones St.

Why not more Furnishers?

A Collar and Cuff Event...

More than one man changed his notions yesterday as to what linen Collars and Cuffs should cost him.

Our Furnishing Counters supply four-ply genuine linen Collars and Cuffs on the following terms:

Collars, 9c. each; 3 for 25c.

Cuffs, 18c. a pair; three pairs for 50c.

There are seven of the best shapes in Collars and three of the best styles in Cuffs.

A New Bedroom Curtain

Flowered dimity in pink, light blue and green with dainty ruffles—charming for any bedroom and sure to wash perfectly.

\$1.23 instead of \$2.00 per pair to-morrow.

TAYLOR'S,
26 and 28 Wash. St., West.

Matting

In selecting MATTINGS you do not want either the design or coloring obtrusive. The quiet blending of color effects renders them particularly pleasing and restful for Summer furnishings, and their judicious use transforms the whole house for three or four months out of the year.

Chinese MATTINGS range from \$4.50 to \$18.00 per roll, and the Japanese from \$7.50 to \$24.00 per roll of full 40 yards. Stair widths, three-quarter yard, are 37½ to 50c. per yard.

JONES & CO., 100 Washington St.

Sounds Military.

"True Blue"

Serges in smooth and Cheviot effects, suit to order, \$15.50. We make them up in a three-button sack coat, half-roll front and double-breasted vest; trousers medium width, with ¾-inch lap seam on side, which makes a very fashionable suit for Spring or Summer wear. These serges are especially made for us. Color absolutely fast and will stand sun or sea air.

Samples mailed free. Our "one year guarantee or money back if dissatisfied" your protection. Open evenings till 9 o'clock.

Pianos.

We've Opened the Way

to better Piano buying and selling. Our business methods have won a big business for us and satisfaction for our customers. Our great business enables us to do things well. Unequalled Pianos and unmatched prices form the keynote to our business. Whatever piano you buy of us under our representations you are certain of satisfaction.

J. W. WATKINS & CO.,
921 Main St.

Inviting.

Bargain Friday.

We are going to sell the remnants—odds and ends—of our stocks in several departments today. On some stocks we will reduce the price one-third, on others one-half and on still others two-thirds. This might be called an early house-cleaning, but we have had a tremendous trade the last three months, leaving many odds and ends and broken lines which we will not duplicate this year. You may find exactly what you want at the price you want to pay.

Prices.

Rare and High-Priced.

Cut Glass Punch Bowls

Four superb designs—deep, rich cuttings—sparkling with prismatic fire—peerless on the sideboard.

'30, '40, '50, '75

E. P. ROBERTS & SONS,
5th Ave. and Market St.

WINDOW SHADES

Ready made, all colors, good cloth and spring rollers, 25c. and 50c.; made to order and hung, 75c. to \$5 each. We make shades for bulk windows, lettering in gold, silver and fancy colors.

Te'lls the Story.

Sample Shoes and Oxfords at Smith's

This week I offer about 600 pairs of women's very fine sample shoes and sample Oxfords made by Messrs. Ziegler Bros., Philadelphia, and Thomas Plant, Boston.

The sizes are 2½ to 4, A, B and C widths.

They are extremely fine, nice goods, and, being samples, are offered at half price \$1.65, \$1.95, \$2.15 and \$2.95; well worth \$4.00 to \$6.00 to any woman wearing the above sizes.

J. M. SMITH,
400 Market Street.

Of Interest to Advertisers.

"The 'News' receives a monthly report from the large cities in the country giving the advertising record of the principal newspapers. We have before us the record for several years, including that of the Baltimore newspapers. * * * Our figures show that the HERALD, under the management of Mr. Wesley M. Oler, has distanced all past records made by that journal."—From the Baltimore "News," Dec. 21, 1897.

Why do the Morning, Sunday and Weekly HERALD show such gains?

Because it pays to use their advertising columns. Because they go into the homes of Baltimore's best people, reach the neighboring towns and circulate among the buying classes.

THE HERALD PUBLISHING CO.,
BALTIMORE, MD.

THE S. C. BECKWITH SPECIAL AGENCY,
Tribune Building, New York. The Rookery, Chicago.

ONE MAN'S VIEW.

The grocer's opinion has more weight than the best advertisement ever published. The housewife knows him. He has her confidence or he could not hold her trade. He serves her faithfully day after day, and his judgment is usually accepted. Nearly every article which has attained sufficient sale to warrant advertising is imitated or duplicated, and even when the consumer is sufficiently attracted by an advertisement to inquire for an article the grocer has the final say, and his refusal to indorse it or put it in stock, or his indorsement of a competitor's article, usually results in the sale of the latter. While urging the consumer, at heavy expense, to "ask her grocer," don't ignore the value of the grocer's influence. In fact, the retail grocer is the foundation of the manufacturer's business. Every dollar the jobber or manufacturer accumulates passes penny-wise through his hands. The usual "stock-in-trade" cry of the general advertising agent that "the grocer won't buy goods unless he has demands for them" is not a fact. New goods are seldom placed upon the market by lavish advertising. Every day the grocer is induced to stock goods which have never had a line of advertising, and even the most opulent manufacturer can probably look back to the time he personally solicited the grocer's help - and got it - and without which he could not have succeeded. The grocer's good-will is just as valuable to-day as ever - indeed, more so, owing to the greater variety of goods he handles. He can greatly reduce the effect, or add 100 per cent to the value of your advertising to the consumer. - *Grocery World*.

AN INTERESTING POINT.

A prominent wholesale druggist said recently that he believed Hood's and Ayer's sarsaparillas will eventually decrease in sales, principally because their advertising is helping the sale of sarsaparillas in general rather than theirs in particular. That is, their advertising is helping the sale of cheaper substitutes, because the public attention attracted by this advertising has been riveted on the word "sarsaparilla" more than on the words "Ayer's" and "Hood's." He suggested that if these medicines had been given names in which the individual ownership could have been as secure as in the names "Castoria," "Sapolio," "Pearline," "Enameline," "Cascarets," etc., for instance, their sales would now be much greater, because the possibility of substitution would be much less. This same druggist ventured the statement that he thought Hood must have appropriated a vast amount of good from the advertising already done by the Ayer company when he broke away from that company and started out for himself, and that if Dr. Ayer had given his product some other name Hood might not now be in the field. The fact that a large part of the original capital spent for advertising any article is invested in its name, makes it of importance that this name be just the right one. Changing the name is like throwing away the capital already invested and starting out afresh. - *Advertising Experience*.

ITS EFFECT ON JOURNALISM.

Leading Merchant - I want you to run this advertisement in your paper to-morrow in big display type.

Editor (of *Boomville Terror*) - I'll do the best I can, Mr. Snadwell, but I've got to use my biggest display type for war news. - *Chicago Tribune*.



Fine Illustrating.

My illustrating for advertisers is made to fit the subject and the medium in which it is published. I provide fine, delicate work for careful printing, and coarse, bold, open drawings which a printer can not spoil, for newspaper work.

I get up bright, original designs for posters and street car cards. I write, illustrate and print every form of good advertising.

I will submit sketches free of charge to reputable advertisers.

WOLSTAN DIXEY, 150 Nassau St., New York.

"The best ads I have ever seen were written by Wolstan Dixey," says an editorial article in *Printers' Ink*.

TWO ADVERTISEMENTS EDITED FOR ONE DOLLAR.

Your advertising matter may be pretty good, but probably ninety-five per cent of it would have more strength and money-making "pull" if it was properly edited. If you want your ads sharper, plainer, briefer, more forcible and convincing, send them to me and I will put an edge on them. Send the printed ads you are using, or ads that you have written yourself, and I will make them enough stronger and better in a practical, business-bringing way to more than pay you for my charge.

I will put them in perfect shape for the printer.

If you want to save space, I can probably save you more than my charge, on that one item.

I was editor on the New York *School Journal* and *Treasure Trove* magazine for eight years, and learned to use clear, pointed, effective language, which says the most in the fewest words.

Send one dollar for every two ads you want edited, unless they are very long, in which case send one dollar each. If it is matter for a circular, send two dollars. If you simply want to be told how to do the work yourself, you may send a batch of ads, or your booklet or catalogue (and two dollars), and I will tell you how to make them better.

WOLSTAN DIXEY,

150 Nassau St., New York.

WHAT AILS 'EM.

To the Editor:

Can you tell me what means, if any, are adopted by advertisers of medicines to find out what people really take the various preparations for? You know there are medicines advertised to cure a great variety of diseases. Now, admitting that the medicine is all that the proprietors say, it must be more in demand for some ills than for others. If the owners could discover what class of invalids are the best buyers, might not the advertising be prepared accordingly, so that prosperity would move in the line of least resistance?

For instance, I have a "sarsaparilla." I say I cure kidney complaint and torpidity of the liver. In fact my stuff is not in demand for liver trouble, but folk with weak kidneys believe it helps them. If I could know this I would not waste money talking about sick livers, would I?

To be sure, there are testimonials to be studied. But they are too few, compared with the number of persons who use a medicine, to throw much light on the question.

BROOKLYN, April 20th.

GIGLAMPS.

—National Advertiser.

Information of the sort wanted by the *National Advertiser's* correspondent is most readily obtainable in the way of gleanings from the testimonials sent in by patients benefited.

The Ripans Chemical Co., who manufacture the Ripans Tabules, rely almost exclusively upon testimonials for the wording of their advertisements. The company makes claims for its medicine as follows:

They cure all stomach troubles; banish pain; induce sleep; prolong life. An invaluable tonic. Best spring medicine. No matter what's the matter, one will do you good. One gives relief—a cure will result if directions are followed.

It will be observed that they do not say specifically that the Tabules are good for dyspepsia, for constipation, for palpitation, for dizziness, or what not. They use in their announcements the actual words of people who have been cured or benefited and who recapitulate the symptoms with which they had been afflicted, as well as the beneficial effects of the medicine. The symptoms indicate, in the majority of cases, some abnormal activity or inactivity of the organs in the digestive tract, yet the patient would as a rule scoff at the idea that his ailment is dyspepsia. Those who send testimonials are encouraged to descant on their symptoms to the fullest extent, are invited and even urged to give minutest details, and when they do so are in some cases rewarded with some souvenir that is acceptable to them and of advertising value to the company as well. When the testimonial fails to come up to the mark in fullness of

detail the patient receives a circular, part of which reads:

THE TESTIMONIAL

Should tell the name and age of the patient; should tell the sex and occupation of the patient; should tell where the patient lives; should tell for what trouble the Tabules were taken; should tell as many particulars as possible, descriptive of the trouble, and especially of how long standing; should describe the feelings experienced rather than the name of the disease, although there is no objection to telling that also. Sometimes the symptoms, when told with particularity, indicate some disease quite different from that the patient is supposed to be afflicted with.

The testimonial should not fail to tell how the Tabules were first brought to the patient's attention.

If the Tabules were found too marked in their action at first, the testimonial should tell in what way; and if at first they seemed to fail of producing any beneficial result it is interesting to be told how soon a change was noted.

If there is any objection to the use of the name mentioned in the testimonial, for advertising purposes, that objection should be plainly stated.

The testimonial need not necessarily be from the person who sends it in. Often a drug clerk, doctor or a friend of the patient tells the story, sometimes without the knowledge of the patient, but the name and address must be given so that a verification of the facts may be possible if thought desirable.

It must always be remembered that a testimonial to be valuable must be genuine. That make-believe testimonials are not only useless but harmful. Truth is the substantial basis of every valuable testimonial.

It is not necessary that a testimonial shall be handsomely written or expressed in faultless grammar. Errors in spelling do no harm. All that is required is that what is said shall be so written that it can be read; shall be told with sufficient regard to detail and shall be true. The more detail the better; the more earnest in its truthful expression the better.

It has often been found that a testimonial that, as first received, was of no use, became a specially valuable one when the patient has added one or two particulars not at first thought to be of importance.

The present receipt of testimonials by the Ripans Chemical Co. is about thirty a day, or at the rate of 11,000 a year, but is increasing at a great rate, and naturally an examination of the reports sent in by such a large number of correspondents furnishes a multitude of examples that can not fail to be of tremendous value from an advertising standpoint, for there is no case so queer or unusual but when it is related finds dozens and hundreds of other persons who have had similar experiences but were never able to describe them in words.

As the circular of the company truthfully states, most people err as to the significance of symptoms. The man, for instance, who is troubled with palpitation of the heart, will conclude he has heart disease, when after

all it is only a rebellious stomach pressing against his diaphragm. He would never think of buying a medicine advertised as a dyspepsia cure, but if he should read a testimonial in which the writer stated he had been afflicted with similar symptoms, it is safe to assume the sufferer would try the remedy upon the first convenient occasion. Upon this assumption the announcements of Ripans Tabules are said to be founded. A recent full page newspaper advertisement of the company consisted of many hundred sentences culled from as many testimonials, showing the effect of the Tabules in each case. These effects covered so wide a range that the reader was irresistibly led to the conclusion that a panacea for most bodily ills had been discovered and was being retailed at five cents a carton—ten Tabules for five cents. And "one gives relief."

IN THE NAME OF ART.

Just as the Consumers League looks to the question how goods are made and sold, so a proposed league looks to the question how they are advertised. The advertiser who makes newspapers, street cars, buildings and landscapes unsightly is to receive notice of its custom. This is to be reserved for firms whose advertisements do not offend against public taste. The league is still unformed, and its promoters are not entirely agreed as to what advertisements shall be deemed unsightly. The more radical would refuse patronage to firms whose advertisements contain pictures of their members, or otherwise offend against the canons of refinement. The more moderate, however, aim only at firms whose advertisements are positive eyesores. The use of glaring colors in public places where the eye can not escape them is universally condemned, and the use of any colors at all—or even of black and white—on private houses is under a ban. There is a feeling that homes should not be prostituted to purposes of advertising, and that advertisers who make even tenement houses more hideous than is their wont should not receive the patronage of public spirited citizens. This feeling regarding the sacredness of homes attaches, of course, in a still larger measure to the sacredness of persons, and the employment of sandwich men is regarded as a degradation of humanity as offensive to the conscience as it is to the eye. Some of the friends of the movement protest, with considerable vehemence, against the advertisements upon barns, which constitute so striking a feature of American landscape; but this objection has no relation to the dignity of the barn, but is simply a part of the larger protest against anything which disfigures scenery. As to the need of this protest words are superfluous, and this portion of the proposed boycott ought to receive the co-operation of the entire reading public. The buying public should render such advertisements worse than worthless by boycotting the firms responsible for them.—*Current Literature.*

A GREAT deal of advertising fails because the advertiser becomes discouraged before he has a right to expect returns.

WHERE WINDOW IDEAS COME FROM.

"Where on earth do you get all your ideas for special windows?" I asked a man who is employed by a large department store to do nothing else but trim windows and whose ability in the line is considered remarkable. "Right on earth," he said. "Practical ideas for windows don't come from abstract contemplation. My most successful windows are suggested from without, not from within. I always keep my eyes open for good points in displays in other stores, not to copy them, mind you, but for suggestions. Frequently I see a display which after a little thinking will suggest something entirely different to my mind, paradoxical as it may seem. Or the trimmer may have almost unconsciously embodied some little feature in his display, almost unnoticeable, but in which my practiced eye detects the germ of a good window scheme. We are none of us absolutely original, and those of us who have the strongest reputation for being so may be the most indebted to others for the germs of our best ideas. I frequently get good ideas from the trade press, but some of my best ideas are suggested by none of the sources mentioned. Some of them come to me in the most unexpected way. I may say, however, that I expect many of my ideas to come in an unexpected way. My mental attitude is necessarily one of receptivity, and I am, I think, quick to perceive the adaptability to my line of work of little devices in lines widely divorced from my own, if they are adaptable. For one thing, I am a confirmed theatergoer, and have obtained many suggestions for procuring a clear light in windows at night or on dark days when it was necessary to use artificial light and avoid shadows calculated to obscure much of the display, by observing the way lights are thrown upon the stage by experts employed in that kind of work. Amusing trick displays have been suggested to me at extravaganzas and the scenic artist can frequently give you a good color scheme. You can easily understand that in opening up an umbrella on a rainy day a good canopy display might be suggested to a window trimmer. It is useless to multiply instances, but I am sure I have said enough to convince you that the up-to-date window trimmer can find window sermons in stones, ideas in running brooks, and suggestions in about everything."—*Shoe and Leather Gazette.*

RETAIL CYCLE ADVERTISING.

The New York *Sun* reports a dealer in cycles as saying: "The fact that we are advertising is chiefly responsible for what business we are doing. The bicycle trade has been completely revolutionized within the last few years. The days when a dealer could rely upon his being a member of several clubs and the possessor of a large circle of friends to do business have gone by. Competition has so cut up the retail business that every store is now largely dependent upon transient trade. This makes advertising more necessary than ever before in order to let the public know where you are and what you are selling."

CORRECT!

As a rule advertising matter written to fit an illustration will fall short of its mark. The selling force will be lessened because in attempting to fit the illustration, the selling qualities of the goods will be slighted, with the result that the matter sounds all right but that the ad don't get right down to business and talk convincingly.—*Advertising to Druggists, North Adams, Mass.*

THE KIND OF QUANTITY
THAT QUALITY BRINGS...



The Des Moines Leader

Holds the phenomenal record of having quadrupled its circulation in less than three years. This notwithstanding its subscription price has been held firmly to \$6.00 per year, while all other Des Moines dailies have reduced their prices. No premiums have been given and no booming methods used. How then has it been done?

**How has the Leader achieved
double the circulation of any
morning paper in Iowa?=====**

By printing the best newspaper in its field. The LEADER management believes in and practices the theory that a newspaper must grow on its merits as a newspaper. The LEADER's wonderful advancement proves the correctness of the theory.

THE DES MOINES LEADER,

STRAUSS & DAWSON, Proprietors.

W. Ward Damon,
127 Tribune Building,
NEW YORK CITY.
Eastern Manager.

Horace M. Ford,
905 Boyce Building,
CHICAGO.
Western Manager.

THE GOVERNMENT AS SPACE-SELLER.

We are in receipt of a monthly magazine which is carried without charge through the mails, and bears the imprint of the United States Government Printing Office, where it is printed at public expense. This magazine has about 100 pages of paid advertisements, from soaps to plows and whisky distilleries. Of the magazine itself it is hardly worth while to speak seriously, its sparsely filled reading pages being made up of matters such as is usually furnished in the consular reports, all printed in French, Spanish and Portuguese, as well as English.

As to the origin of this publication, it may be said that, at a session of a so-called International American Conference, held in 1890, an association was formed bearing the style of "Bureau of American Republics," for the purpose of disseminating information likely to increase commerce between the American republics. Such a cause is certainly legitimate. At first the publications of the bureau were in the nature of free handbooks, but their subsequent development into trade directories and a monthly magazine in which advertisements are published for pay, all expenses of publication being paid by the government, has called out an indignant protest from the trade and technical publications of the country, with whose business the government is thus brought into a direct competition.

Complaints to the State Department and to high government officials having failed to put a stop to this business, bills, designed to terminate this procedure, have been introduced in Congress. These bills make it "unlawful for any person, firm, corporation or association to print upon or attach to the United States flag any business advertisement, and for any department bureau, officer, or employee of the United States government to print upon or attach to any official publication of the United States government, or any publication permitted to circulate through the United States mail under frank, any business advertisement, or to use such publications in any way as advertising mediums."

The propriety of such legislation is hardly open to question. We doubt whether it goes far enough, for among the publications of the bureau is a Commercial Directory, competing

equally with the field of private publishers, and of which a first large quarto volume has appeared. It is announced that in this directory "the advance subscribers (\$5 each) will appear under the proper headings in the United States section," but "subscribers desiring more than one heading will be accommodated at the rate of \$5 for each additional classification."

Of course, it is impossible in any such directory to include all the names in even the leading departments of business, and to have the directory of any value selections of names should be made by competent and unbiased judges; but it would appear from the announcement of the bureau that the most insignificant houses or persons may find a place in its pages, and such houses may have their names introduced as many times as they please at the rate of \$5 for each insertion.

It is surely inconsistent with the objects, aims and traditions of the government of the United States to engage in commercial enterprises in competition with its own citizens. Such a course would lead to the grossest abuses, and there is no more reason why the government should engage in an advertising business than that it should establish manufactories for the production of flour or sugar, or cotton or woolen goods.—*Scientific American*, April 23.

NOTES ON HOTEL ADVERTISING.

Ninety-nine times out of a hundred when a hotel man writes an ad he either begins or ends it with "First-class accommodations." Making a rough guess, I would say that about one hotel out of twenty-five has what might be considered really first-class accommodations. Therefore about ninety-five per cent of the afore-mentioned adwriters must be either ignorant or untruthful. In view of these facts, I believe that all hotel advertising would be more effective if this hackneyed phrase were omitted.

Some hotels make a great mistake by not giving their rates in all of their ads. Again, I think that nearly all of the hotels that do advertise their rates make a great mistake by not telling what each of the different rates entitles one to. I can not recall a single instance where this was explicitly done.

When I go into a strange hotel I invariably ask the rates before registering. Immediately after I register the clerk invariably asks me what rate I want. I have made it a rule to stop at hotels where the minimum rate is two dollars. Then, as I have always found economy a necessity, I choose the minimum rate. However, I might sometimes pay more if I knew exactly what additional accommodations an additional half dollar a day would entitle me to.

HOLLIS CORBIN.

The goods that are not advertised may be as good as those that are, but nobody knows it.—*Curtis Publishing Co.*

"Every Reader is a Buyer."

A Short Story OF Two Great Gains

The net paid circulation of THE MAIL AND EXPRESS for the four months ended February, 1898, as compared with the four preceding months, **48%** shows a daily average increase of over

The number of agate lines of paid advertising printed in THE MAIL AND EXPRESS during January, February and March, 1898, was 694,134, a gain of 121,926 lines over the corresponding **22%** three months of 1897, or about ... increase. The next paper on the list printed 250 columns less than THE MAIL AND EXPRESS and lost 14,363 lines

.. The ..

Mail and Express

Is entitled to more advertising because its circulation is growing more than twice as fast as its advertising patronage, which is now already greater than any other evening paper in New York.

"The Leading Evening Paper of New York."

DOUGAN'S BAD DAY.

ST. LOUIS, Mo., April 24, 1898.

Editor of PRINTERS' INK:

In the last issue of PRINTERS' INK, under the heading, "Impressions by the Way," Mr. P. Dougan published an article regarding the newspapers of St. Louis which is eminently unfair to the *St. Louis Chronicle*, as it contains some very inaccurate statements. Mr. Dougan could not have investigated matters very thoroughly in St. Louis if he wrote his article from a conscientious standpoint. If he was conscientious in what he wrote, he certainly took no trouble to inform himself of the facts. He makes a statement regarding the *Chronicle*: "It contains a good deal of foreign advertising, but outside of 'Weak Men notices,' put out by local firms, it carries hardly any local advertising." This statement is most outrageously inaccurate, as the following statement of local advertising issued by the *St. Louis Republic* will prove. According to figures compiled by the *Republic*, the following number of columns of local advertising were published by the *St. Louis* papers during the month of March, 1898:

	COLS.
The <i>St. Louis Republic</i> , with its Sunday issue, published, during the month of March, 1898, of local advertising....	505.69
The <i>Globe-Democrat</i> , with its Sunday issue, published, during the month of March, 1898, of local advertising....	554.91
The <i>Post-Dispatch</i> , with its Sunday papers, published, during the month of March, 1898, of local advertising....	474.29
The <i>Star</i> , including its Sunday papers, published, during the month of March, 1898, of local advertising.....	344.40
The <i>Chronicle</i> , with no Sunday papers, published, during the month of March, 1898, of local advertising.....	543.34
Both the <i>Republic</i> and <i>Globe</i> , which are very high standard, published more columns of so-called "Weak Men" advertising than did the <i>St. Louis Chronicle</i> .	

The following statement shows the amount of foreign advertising published during the month of March by the *St. Louis* newspapers. You will notice that the advertising published by the *St. Louis Chronicle* is greater than that of any other paper, but no greater in proportion than the local advertising published by the *Chronicle* when compared with other *St. Louis* evening papers.

FOREIGN ADVERTISING PUBLISHED IN ST. LOUIS NEWSPAPERS—ALL PAPERS BUT ST. LOUIS "CHRONICLE" HAVING SEVEN PUBLICATIONS EACH WEEK:		COLS.
The <i>Republic</i>	197.34	
The <i>Globe</i>	179.21	
The <i>Post</i>	150.81	
The <i>Star</i>	110.26	
The <i>Chronicle</i>	230.96	

TOTAL DISPLAY ADVERTISING, INCLUDING BOTH LOCAL AND FOREIGN, PUBLISHED IN THE ST. LOUIS PAPERS DURING THE MONTH OF MARCH, 1898, ALL BUT THE ST. LOUIS "CHRONICLE" HAVING SEVEN PUBLICATIONS EACH WEEK:

	COLS.
The <i>Republic</i>	703.03
The <i>Globe-Democrat</i>	734.12
The <i>Post-Dispatch</i>	695.25
The <i>Star</i>	454.66
The <i>Chronicle</i>	774.30

The *Chronicle's* average circulation last week was over 120,000 copies daily, and during the week that Mr. Dougan was in St. Louis its average circulation was over 110,000 copies daily.

The truth of the matter is that Mr. Dou-

gan's article is so ridiculously untrue that the *St. Louis Chronicle* would pay no attention to it whatever were it not for the extensive circulation of PRINTERS' INK. We will gladly pay the expenses of some party that you may select to come to St. Louis, and will forfeit \$100 to any charitable institution that you may name, if your representative will not admit, after even a slight investigation, that Mr. Dougan's article is glaringly incorrect and either published without any knowledge of the situation or with the desire of misrepresenting the *St. Louis Chronicle*. Very sincerely yours, F. W. KELLOGG, Adv'g Mgr. Scripps McRae League.

WHAT DOES HE—WHAT CAN HE MEAN?

PHILADELPHIA, April 27, 1898.

Editor of PRINTERS' INK:

Perhaps a pointer or two from one who has naught but the highest respect for the "Little Schoolmaster" would be well received, especially as the writer could say hundreds of praiseful things about it, and only one or two of a critical nature.

First of all. Don't you think the "L. S. M." is inclined to be bad tempered at times, forgetful seemingly that it's the good-natured chap who nine times out of ten is doing the business?

Secondly. Don't you think you are a little careless about the cheap "assistant teachers"? I know of some who are too cowardly to sign their false teachings, but who are permitted to appear week by week, with the "axes they have to grind" hidden beneath the cloak which you permit them to wear.

No well-conditioned, self-respecting paper should permit its columns to be used by irresponsible writers, who find solace for their personal grievances through pretended criticisms and comparisons of business houses, matter which they dare not father with their names. All of which is submitted respectfully.

JOHN A. McCANN,
Advertising Manager Strawbridge & Clothier.

IN BOSTON.

BOSTON, May 5, 1898.

Editor of PRINTERS' INK:

A jeweler has a half dozen large clock dials in his window which show the difference in time at the various war centers of the earth. A store publishes an engraved map of the city and offers a prize to any patron who traces correctly the route a lady shopper living on Arlington Avenue took to reach the store. C. E. Osgood Co., house furnishers, announces that any of its patrons, having unsettled accounts who may enlist may have payments omitted during term of services, and in case of death the bill will be receipted in full. Jaynes, the druggist, has a window full of cartons or paper boxes with here and there an opening through which a formidable black bottle protrudes, and the sign over all says, "Fortify yourself against the ravages of dread disease by taking in time Jaynes' Cough Cure." A grocer is building up a big trade by advertising sugar at three cents a pound. It is sold at this price in combination with tea and coffee, but the seeming bargain in sugar draws the trade. FAX.

PORTER.—The poem I sent you, Mr. Editor, contains the deepest secrets of my soul.

Editor—I know it, madam, and nobody shall ever find them out through me!—*Humoristische Deutschland*.

THE FOURTH ESTATE

In its issue of April 7, 1898:

"THE Minneapolis Journal

Is run upon Metropolitan lines, and has come to be known as a distinct journalistic and financial success." -

THE JOURNAL has the largest circulation of any daily in the Northwest.

44,373

AVERAGE FOR MARCH.

THE JOURNAL is the only 2-cent daily in Minneapolis.

ALL THE LEADING LOCAL ADVERTISERS

Have given their testimonials pronouncing THE JOURNAL the best advertising medium and it regularly carries 50 per cent more advertising than any other Minneapolis daily.

For Rates, etc., address,

R. A. CRAIG,

In charge of Foreign Advertising,

41 Times Building, New York.

87 Washington St., Chicago.

HALF AN HOUR WITH GILLAM.

NEW YORK, May 4, 1898.

Editor of PRINTERS' INK:

Your issue of April 27th contains on page 24 an outline sketch of Sphinx Gillam, which might at first glance lead people to believe that a sphinx could be persuaded to talk. Nit, not a bit more than the proverbial clam—for a sphinx is a hard head.

But Mr. Gillam will unbend at times when with business men or congenial spirits. But he does not waste words or time in fooling with the average bore. Why should he when by sharpening his pencil occasionally he can talk continuously and effectively to more than a million people per day? That is where Gillam has the best of it, for the million can not talk back. I spent a half hour with him in Philadelphia just before he came over to New York, wandering through the mazes of the only Wanamaker's store, and as I strive to learn something every day could not but help do it then.

I went to see him on business and found him busy as a bee getting ready his daily grind of copy. Some of this he had not obtained all the detail about. Accepting his invitation to walk and chat, I found this about the programme, varied of course according to circumstances:

He went to the head salesman of different departments and forced them to talk about the quality of their particular line of goods. In some cases Mr. G. would attempt, in case the responses did not come to suit him, to belittle the quality or appearance in an apparently serious manner. This would have the effect desired, for it was an incentive to the clerk to defend his particular line of goods. In so doing he would grow eloquent in descriptive words and phrases, all of which were hastily but briefly transcribed on Mr. Gillam's pad.

After a tussle with a dozen or more departments Mr. Gillam went back to his den, prepared with a variety of odd and pertinent phrases with which he livened up his copy.

No matter how versatile a man may be, or how good a command of language he may have, it is an utter impossibility to continuously prepare a daily series of advertisements, without running in ruts, in descriptive matter and catch phrases.

It takes a past master to command the ideas of others, or rather to draw out slick descriptive phrases, which can be fitted into proper places for the good of the whole. I admired the clever way in which Mr. Gillam conducted this scouting party, and the forage he brought back was valuable.

The heads of departments and head clerks seemed to be his vassals, gathering up and saving for him texts for sermons. It is an art to get others to unconsciously help.

In this half hour I cheerfully admit I did learn something, from which I profited, from this editor-in-chief, who, as some "journalists" have claimed, has prostituted his talents in writing advertising. Why, bless the pencil-pushers' small souls, Gillam's work is read now much more greedily than when he was grinding out editorials. Yours truly,

H. P. HUBBARD.

PREPARED.

It is nonsense to say that we are unprepared for war. Even at the end of the Civil War, after four years of experience, the newspapers of our country had no war types to compare in size and efficiency with those now in daily use. We are up-to-date people, and we are not to be caught napping. Our war types prove it.—*Life*.

IN DAYTON.

DAYTON, O., April 27, 1898.

Editor of PRINTERS' INK:

The W. B. book store has used one of the Maine transparencies showing the vessel "as she appeared before and during the explosion," placing a clock-work cut off behind the picture, this alternating, exhibiting the before and after. The works from an old clock were easily used to turn the electric current on and off. Yours,

E. S. RONTZAH.

THE POTENTIALITY OF PANTS.

NEW YORK, May 2, 1898.

Editor of PRINTERS' INK:

Is PRINTERS' INK's "female contingent" large? It will be interested in this proposition placarded on the wall of the establishment of the Brooklyn Clothing, Cleaning and Repairing Co., 47 Sands street, Brooklyn: "For seventy-five cents you can get fine knickerbockers or bloomers made out of your old pants" A. B. C.

MR. BECKWITH HAS PLEASURE.

NEW YORK, May 4, 1898.

Geo. P. Rowell & Co., Publishers: PRINTERS' INK and American Newspaper Directory, 10 Spruce St., New York City:

GENTLEMEN—It is with pleasure that we advise you of just having received a telegram from Mr. Alden J. Blethen, publisher of the *Seattle Times*, notifying us that the *Times* averaged 17,857 copies for the entire month of April, and that last Saturday, April 30, they ran 18,030. Our object in notifying you of this is to ask that full credit be given them for the increase they have made during April in your forthcoming American Newspaper Directory, and if you want to mention the remarkable growth of the *Times* in circulation during the past month in PRINTERS' INK it may be an item of news and considerable interest to your readers. Yours very truly,

THE S. C. BECKWITH SPECIAL AGENCY.

MIXED.

A new advertising idea can not be introduced by one merchant without half a dozen imitators springing up like roshrooms.

It seems a trifle singular that so many men are content to follow in the footsteps of their competitors, instead of putting their brains to work to produce something original.

In an advertising campaign half the effect lies in the novelty with which any given idea is presented.

The idea itself may be as old as the hills; in fact, it is difficult if not impossible to produce anything entirely new.

What we call originality is, after all, only a new way of saying old things.—*St. Paul Trade Journal*.

EDITOR—I am afraid it wouldn't be safe to print that.

Contributor (apologetically)—I thought perhaps it would be all right for the Sunday edition.—*Puck*.

THE trouble with most advertisers is that they don't make a business of advertising as they do of business. They would fail in business as they do in advertising if they went at it the same way.—*Lockport (N.Y.) Journal*.

The **SAN FRANCISCO'S EVENING PAPER** Bulletin

It's in the quality of the circulation that we excel"—advertisers say so.

Aye, there's both truth and logic in that!

"**THE BULLETIN**," by very reason of its full press service, absolute cleanliness, and complete local summary, goes into the homes; is **READ** there, **STAYS THERE!**

No other evening newspaper on the Pacific Coast **PROVES** one-half "**THE BULLETIN'S**" circulation.

26,000 Homes

WELCOME IT EVERY NIGHT

SOME CHICAGO BILLBOARDS.

Outside advertising is having a decided boom in Chicago this spring. Firms that have rarely used the billboards or other forms of outside advertising are making considerable displays. The Hub Clothing House uses posters on which appear figures in the latest costumes printed in plain black. The engravings on these posters is fine work aside from the brilliant of the contrast between them and the brilliant posters on other boards.

The Siegel-Cooper store is using a lot of billboard space along the West Side elevated road. These "boards" are made of galvanized iron nailed to frames and painted as any other billboards would be. Each stand is, I should guess, about 8x16 feet, and besides the name of the store the special attraction for the time is painted in a panel at one end. Most of them are on roofs where "L" passengers can not miss seeing them. It seems to me that the use of galvanized sheet iron for this purpose is a distinct improvement, as it makes a continuous surface to paint over, and does not shrink and warp out of place.

For several years the public has seen a sheet iron grayhound and pictures of the same grayhound on the billboards of this city, always in connection with the "Light Running" New Home sewing machine. I venture to say that there are but few people in the city who can see a grayhound without thinking of the New Home machine. This morning I met a white grayhound on the street and on each side of it appeared the words: "The New Home Sewing Machine." The dog was trotting along just ahead of me and apparently alone, as it was not following any one that I could see. I judge that the lettering was put on with hair dye or lunar caustic and is indelible. This is the first instance that has come to my notice where a dog has been put to valuable use in a city.

Some time ago certain very numerous billboards showed some cabalistic markings and an accompanying legend offering a prize to any one who would tell what they meant. Any one could see that the marks were parts of capital letters, but it would have been a hard matter to have spelled out the word or words. Later these marks were combined with others and the public saw the word "Vi-tal," with the cross-bar of the T covering the whole word. With this word was an offer of a prize to any one who would guess what Vi-tal is good for. I have not learned that there was any great excitement over this matter, but after awhile we were told that Vi-tal is "the best blood purifier and digester," and now we are told this about ten thousand times a day, for this and similar information about Vi-tal meets us at every turn. It is posted on dead walls in yellow, red and blue, and in the same colors on billboards, in the street cars, on the glass in the "L" stations until one has but to shut his eyes and he can see the word without a very great stretch on the imagination. This preparation has been forced into a large sale without using a line of newspaper space so far as I am able to learn. I predict that this will not last long. The public soon becomes accustomed to an announcement of this kind on a billboard and does not notice its presence.

The public looks to billboards for announcements of certain kinds, but I am convinced that such a thing as a proprietary medicine must be advertised by a different method to make it a permanent success.

It is all right to say "Hood's Cures" in staring letters, but such an announcement was never used until a good many thousand

dollars had been used in the newspapers to set forth the merits of Hood's medicine.

The war crisis is being worked for all it is worth by medicine advertisers. Pictures of Uncle Sam are scattered over large space to attract attention to some medicine or some doctor. One doctor begins in staring head-lines like this: "Spain's Cruel Work" and follows by saying the tortures inflicted by Spain on her subjects in Cuba are not greater than those endured by the victims of catarrh. Another shows some sea coast defenses made up of boxes of a popular medicine, with one immense bottle mounted as a cannon, being aimed by Uncle Sam at an approaching warship. I did not read the ad, but presume the average reader would think at once that the picture means that a bottle of that particular remedy would be most certain death to the enemies of our venerable uncle. Another shows a horrid picture of starving Cubans, naked and gaunt, with Miss Barton ministering to them. The picture was enough for me, and I did not pursue the subject, seeing the name of a specialist at the bottom of the article.

Seigel, Cooper & Co. got up a neat ad a few days ago. It was arranged to look just like a news page, with head-lines that might be taken by the casual reader to refer to present events. The reading matter, however, referred to the goods they have for sale from the different parts of the earth. The ad was ingenious and interesting as an ad, and I have no doubt it was effective.

A billboard twelve feet high shows a railway train under full speed which has struck an ordinary trunk. The rails are twisted and the ties broken where the corners of the trunk touch them. The lettering tells us that nothing can smash Blank's trunks.

MILLER PURVIS.

COMMON SENSE BOOKLETS.

The trouble with the average booklet is that it contains a flood of words, with only a drop of sense. It is wrong to suppose that bulk is a necessary element in a booklet.

A 2-page folder is often big enough to tell the essential facts spread out over many a 16-page booklet.

In writing booklets we keep down the number of pages by weeding out frills and flourishes. The smaller, the better. Costs less to print and is quickly read.

In nearly every business a booklet is a necessity. It saves an astonishing amount of letter writing. Questions asked by all correspondents are almost identical. By simply inclosing a booklet of particulars, with a short letter, the story is fully told at the least loss of time.

We write and illustrate booklets on any subject, and have complete files of data to draw upon for information. Write us about booklets. MOSES & HELM, Writers and Illustrators of Good Advertising, 111 Nassau St., New York City.

AGREE AND DISAGREE.

Mr. Powers would use no border and no display type of any kind; his advertisement would be characterized by absolute simplicity, free of any adornment. The name would be set in the smallest type known to the printing office. Mr. Fowler would shout as loud as possible in the biggest type he could find and put a strong border around it. He would put but two styles of type in the advertisement and set the name small. Mr. Bates would use a border or not, as he felt like it, with a display heading under his illustration, and the name in fair-sized type. Neither Mr. Powers nor Mr. Fowler would use an illustration. All three of these experts, if I may so call them, would agree that the advertisement should have full position. Full position means top of column or next to reading matter in a broken column, alongside reading matter. Another point they would agree upon is that the advertisement should be changed every insertion. In fact, I may say that all authorities agree that with rare exceptions no advertisement should be inserted twice consecutively. Still another point which all three would agree upon is that the advertisement should be inserted every day in some one good newspaper rather than less frequently in several papers. Still another point which all three would agree upon is that the advertisement should tell the truth. Powers, particularly, would insist upon satisfying himself that every umbrella in the lot was actually worth at least \$2.50 before he would consent to write the advertisement to sell them at \$1.95.—*Sacramento (Cal.) Bee.*

CREED OF A SUCCESSFUL PUBLISHER.

The success attained by the Harmsworth Brothers, publishers of the London (Eng.) *Mail* and numerous periodicals, is the marvel of old-world journalism. The *Mail* was started in 1896, and to-day has a circulation exceeding 413,000 copies. Alfred, the eldest brother, is the executive head of the firm. His business creed furnishes an insight into the methods that underlie the *Mail's* success. Says Mr. Harmsworth:

"I believe in hard work, but hard work is not enough.

"I believe in travel.

"I believe that half the journalistic notions of what the public wants to read are wrong.

"I believe that the public is a far better critic than is usually imagined.

"I believe that the public does not care one iota about size; if anything, a small journal is preferred to a big one.

"I believe that price has very little to do with the success of a publication.

"I believe the attractions of illustrated journalism are enormously overrated.

"I believe the value of colored illustrations is grossly exaggerated.

"I believe party journalism to be practically dead.

"I believe in independence."—*Newspaper-dom.*

CONSERVATIVE ENTHUSIASM.

It is enthusiasm more than anything else which counts in business. Of course conservatism is to have full weight; the regulations of economy ought to prevail. Business must be safe before it is successful. But take the common groundwork of conservatism, economy and safety, and add to it the superstructure of enthusiasm, good spirits and enterprise, and there is hardly any limit to the achievements which that kind of business can attain to.—*American Art Journal.*

ADVERTISEMENTS AND NEWS.

The only real difference between a newspaper and an advertisement lies in the scope. Both are primarily intended for the promulgation of news; but while the former is of a general character and covers the world, the latter is exclusively particular, and its only field is the store. And just as it is the newest newspaper that achieves the largest circulation, so it is the newest advertisement that secures the most extensive circle of constant readers. We must, therefore, conclude that in order to produce the most satisfactory results an ad must contain the very latest news from the store; and it should be remembered in this connection that after printed news matter has attained the advanced age of twenty-four hours it is no longer news, but "ancient history." The moral is obvious.—*Profitable Advertising.*

PREFERRED (?) POSITION.

Apropos of newspaper position, a very grim thing occurred some little time ago, when a patent medicine proprietor, advertising a sure consumption cure with many adjectives and assertions of its merit had arranged for the position immediately above the death notices. On one occasion the ad appeared with all its superlatives, while immediately beneath was the notice of the death by consumption of a member of the proprietor's family. That was one occasion when the preferred position was a failure.—*Profitable Advertising, Boston, Mass.*

IN EUROPE.

There is hardly a city of any size in Europe that does not have its own distinctive postal cards. Whenever a great gathering is arranged for, almost the first thing that is done by the city is to have special postal cards made, illustrative of the event. That kind of advertising keeps the name of the city where the gathering is to be held constantly before the public, not only in the vicinity of the city, but all over the world where these cards are sent by the citizens of the place.—*Advertising World.*

SLOWLY AND HEALTHILY.

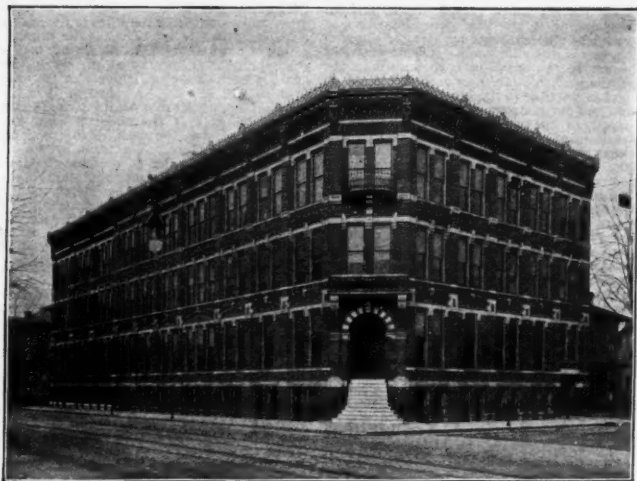
Once in a great while some one discovers a gold mine, and so becomes rich with a rush. Now and then a business man, with a long look ahead, gets such control of some phase of the market that he makes a fortune in a few months, or a few days. But the great mass of business men who attain success grow slowly, and so healthily. I have often thought that the growth of character in a man and the growth of ability in business are very much alike.—*Gilliam.*

MONUMENT ADS.

An elaborate system of etiquette regulates the dress and stationery of people in mourning. Many of the afflicted desire to comply with the minutest requirements of society, but don't know what they are. Why should not dealers in mourning goods have little books prepared, containing the needed information?—*National Advertiser.*

OF COURSE.

The advertiser who understands his business will put into his ads and into his printed matter the precise facts about his goods that he himself would insist on knowing of something he was about to purchase himself. Just what would induce him to buy will induce others to purchase.—*National Advertiser.*



Woman's Home Companion Factory

One of the largest and most complete publishing plants in America, every inch of room owned and operated by the proprietors, Mast, Crowell & Kirkpatrick, Springfield, Ohio.

Four mammoth floors supplied with all that brains, skill and capital can command to turn out the Woman's Home Companion as a high-class magazine should be—

Two hundred and fifty employees—

Fourteen huge presses for finest work, tons of type, latest Linotype machines, folding-machines, photographing, engraving and electrotyping departments—

Bindery and mailing-room delivering to Uncle Sam twenty-five thousand pounds of matter daily—

150 horse-power engine, electric dynamos for light and presses, private telephone system—completeness at every turn.

If every general advertiser in the land would accept our invitation to inspect the Companion plant, its advertising columns would have to be quadrupled.

At \$1.75 a line—less for quantity—no other high-class woman's magazine approaches its value.

Over 300,000 paid-for copies—million and a half readers.

Are you in it?

MAST, CROWELL & KIRKPATRICK, Publishers

NEW YORK
108 Times Bldg.

SPRINGFIELD, OHIO

CHICAGO
1643 Monarch Bldg.

ADVERTISERS' BRIGHT SAYINGS.

PRINTERS' INK solicits marked copies of printed advertisements in which "bright sayings," terse and epigrammatic expressions, appear. There are lots of them, and some of them are mighty good.

PRICES that make it expensive for you to buy elsewhere.

You'll be able to carry away a very large parcel for very little money.

ONLY remnants, but only remnants of former prices shall be asked.

You are not taking a chance or depending on good luck when you buy here.

The element of exclusiveness, which prevents your purchase from being duplicated at every corner, is one of our boasts.

You can not judge a store by any one line of goods it carries any more than you can safely judge a man by any one conversation.

We can give no stronger recommendation to your favor than by saying that we believe the display worthy of us and worthy of you who come to visit us.

DOLLARS are elastic at the Factory Shoe Store just now. Especially elastic. Always did stretch further than in ordinary shoe stores, but further than ever nowadays.

A SPACE in a paper of recognized standing, filled week after week, is, in the experience of successful advertisers and business men, the best of all known means of reaching prospective buyers.—*Tobacco World.*

Classified Advertisements.

Advertisements under this head, two lines or more without display, 5 cents a line. Must be handed in one week in advance.

WANTS.

25 CTS. a line for 50,000 proven. WOMAN'S WORK, Athens, Ga.

SEND address for special offer and sample copy ADVERTISING WORLD, Colum bus, O.

WANTED—Folding machine at bargain. Write fully BROWN M.E.D. CO., Youngstown, O.

ALL-ROUND reporter and editor wants position. References. "H. J.," Printers' Ink.

PERFECT half-tone cuts, 1 col., \$1; larger, 10c. per in. ARC ENGRAVING CO., Youngstown, Ohio.

I PAINT metal roofs. Work guaranteed for 10 years. HARVEY ENGLISH, Albany, Ga. English paint stops leaks; Yes It Do.

MAIL order men, write for our proposition; clean goods; large profits. 613 Consolidated Exchange Building, Chicago, Ill.

\$22,000 EARNED by one agent with free outfit in 5 years. Several earn \$1,000 yearly. P. O. 1371, New York.

HALF-TONES that please. Don't throw away money, but get our prices before you buy. HARPER ILLUSTRATING SYNDICATE, Columbus, Ohio.

I WANT a position in advertising capacity or on the staff of a publication. Am experienced, young and capable. Can write properly. Write me. "L. E. A.," care Printers' Ink.

EXPERIENCED editor having access to proofs of great New York morning paper, with numerous war correspondents, wants to buy interest in morning Republican daily on small instalments. "H. A. D.," Printers' Ink.

PRINTER—First-class all-round printer, with 16 years' experience in metropolitan and inland offices, desires permanent position; thoroughly competent to take charge; strictly sober and reliable. Box 236, Norwich, Conn.

LYNOTYPE machinist and pressman, first class. Address "MACHINIST," 944 E. 29th St., N. Y.

WANTED—Advertisers to know that we have a larger circulation than any newspaper published in the Valley of Virginia. Advertising rates furnished on application. Address THE WINCHESTER PRESS, Winchester, Va.

RHINESTONES WANTED—The advertiser has uses for Rhinestones. Will buy, in quantities, from those who will sell best quality at lowest price. Address, with particulars, price, etc., "RHINESTONES," Box 70, New York City.

WAR PICTURES for the jobbing trade. A barrel of money can be made. Good goods. Low prices. Large profits. Circulars at less than half cost. Orders filled direct if desired. We have the right goods at the right prices. Agents make \$10 per day. HOME ART PICTURE CO., Chicago.

YOUNG PHARMACIST well versed in manufacture of profitable medicinals; close student of modern advertising methods; a bright, original writer of medical ads, expressed in plain English of the popular understanding, but always technically correct, desires position where his services will be of value. Address, "E. W. M.," care Printers' Ink.

TANTONA WILL MAKE MONEY.

Tantona is a russet leather polish of great superiority; it gives a brilliant, lasting polish to all light colored leathers; preserves them; is easily applied, and is a very profitable article to make and sell. The formula is for sale, and much profit is assured to the buyer who has enough business ability to push it properly, which the advertiser has not. Sample and particulars sent on application. "CHEMIST," care Printers' Ink.

W

WE WANT HIGH-GRADE ADVERTISEMENTS: CAN WE GET YOURS?

50,000 GUARANTEED CIRCULATION. Rates, 25 cents per agate line, each insertion. All ads next to reading matter.

\$ 1.00 buys 4 lines	\$ 14.00 buys 4 inches
1.25 " 5 lines	17.50 " 5 inches
1.50 " 6 lines	21.00 " 6 inches
1.75 " 7 lines	24.50 " 7 inches
2.00 " 8 lines	28.00 " 8 inches
2.50 " 1 inch	49.00 " one col.
7.00 " 2 inches	98.00 " half page
10.50 " 3 inches	196.00 " 1 page

Only first-class matter accepted. Parties without good commercial rating must send cash with order. Cuts must not be over 23-16 inches wide. Copy for an issue should reach us by the 25th of previous month. An adv. that will pay anywhere will pay in WOMAN'S WORK, Athens, Ga.

ADVERTISING NOVELTIES.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

FOREIGN TRADE.

DO you import direct? Why not! What foreign lines do you want! All obstacles removed. ASSOCIATED TRADE AND INDUSTRIAL PRESS, Foreign Commerce Dept., Washington, D. C. (8)

MISCELLANEOUS.

SEND your name on a small postal for a sample of my Large Postal for advertisers. Largest and strongest on the market and only \$2.75 per 1,000. WM. JOHNSTON, 10 Spruce St., New York.

NEWSPAPER METALS.

JUST ask your foreman—if he has ever used them—what he thinks of Blatchford stereo, electro and linotype metals. F. W. BLATCHFORD & CO., 54 to 70 N. Clinton St., Chicago.—"A Tower of Strength."

SUPPLIES.

VAN BIBBER'S
Printers' Rollers.

THIS PAPER is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., L'rd, 10 Spruce St., New York. Special prices to cash buyers.

ELECTROTYPES.

MERCHANT'S
LINOTYPE

Stereotype, electrotype, reliable, uniform, pure. Many of the largest papers use it. It needs no trial order. Inquiry solicited. MERCHANT & CO., Inc., Manufacturers, Philadelphia, Pa.

MAILING MACHINES.

THE Matchless Mailer; nothing like it. By REV. ALEXANDER DICK, Meridian, N. Y.

HORTON MAILER \$20 net—has superseded Dick and Longley Mailers on leading publications. Handy, quick, simple, durable, strong and light. All branches AMERICAN TYPE FOUNDERS' COMPANY.

PRINTERS.

PRINTING, the kind that helps pay dividends. ATOTZ PRINTING CO., South Whitley, Ind.

1,000 TYPEWRITER linen letter-heads, 5 1/2 x 8 1/4, prepaid, \$1.70; 8 1/2 x 11, \$2. WILCOX, the Printer, Milford, N. Y.

IF you are a believer in printing that makes a hit, it will pay you to send your order to THE LOTUS PRESS, Printers, 140 W. 23d St., N. Y. City.

ILLUSTRATED ADVERTISEMENTS.

HALT! Be abreast of to-day. Fifteen War Cuts with striking headings—appropriate for all lines. Price \$5, cash with order, for cuts and headings. The most original and timely series ever offered. Restricted to one dealer in each line in a town. Be quick. Will write up the ads, if desired, without further charge. Refer, by permission, to PRINTERS' INK, HAVELKA & REISSMAN, Writers, Designers and Illustrators, Temple Court, New York.

FOR SALE.

1 BUYS, 4 lines, 50,000 proven. WOMAN'S WORK, Athens, Ga.

HALF of established daily for \$1,000. "C. D.," 210 2d St., Clinton, Ia.

SELL and plan publications. Consult with publishers. E. F. HARRIS, 150 Nassau St., N. Y.

FOR SALE—The MOHAWK VALLEY REGISTER, Fort Plain, N. Y. Established in 1823. Write J. D. BECKWITH, manager.

FOR SALE—Independent daily and weekly. Only daily in town of five thousand. Thoroughly established business. Will bear investigation. Address "INDEPENDENT," Printers' Ink.

FOR SALE—High-grade juvenile and other illustrations at a sacrifice. Half-tones, woodcuts and etchings. 3 cents to 10 cents sq. in. ELECTRO ENGRAVING CO., Box 636, Providence, R. I.

FOR SALE—Monthly magazine, with large circulation and making money. Will sell cheap and on easy terms; good reasons for selling; great opportunity for right man. Address "B. G. R.," care Printers' Ink.

OWING to financial difficulties of the owner the Daily and Semi-Weekly COURIER is in the hands of an assignee. It is the oldest paper in Northwestern Ohio, dating back to 1836; has a large semi-weekly and fair daily list of subscribers. The office has been appraised by competent parties under oath at \$9,125. Offers will be received for its purchase. Address FRED P. WHITELEY, Assignee, Findlay, Ohio.

ADVERTISING MEDIA.

WOMAN'S WORK, Athens, Ga., 4 lines \$1.

WOMAN'S WORK, 50,000 proven, 25 cts. a line.

WOMAN'S WORK, Athens, Ga., 25 cts. a line for 50,000 proven.

HARDWARE DEALERS' MAGAZINE. Copy free. 371 Broadway, New York.

10 C. a line for 40,000 proven—mail-order medium. AM. MO. HERALD, Beaver Spgs., Pa.

40 WORDS, 5 times 25 cents. ENTERPRISE, Brockton, Mass. Circulation exceeds 6,000.

ADVERTISERS' GUIDE, New Market, N. J. 8c. line. Circ'n 4,000. Close 24th. Sample free.

WHEELING NEWS is credited with a greater circulation than any other West Va. daily.

REPUBLIC-JOURNAL, Littleton, N. H. 2,900 circulation. Linotype composition. Send for rates.

ANY person advertising in PRINTERS' INK to the amount of \$10 is entitled to receive the paper for one year.

ADVERTISING WORLD, Columbus, O. Over 10,000 (see Rowell); 10c. nonpareil line; reaches advertisers exclusively.

8 PAPERS, 240,000 homes, don't duplicate circulation, low advertising rate. Write to THE RELIGIOUS PRESS ASSOCIATION, Phila., Pa.

THE Rochester, N. H., COURIER, weekly, has the largest circulation of any paper in a manufacturing city having a population of 7,386. A good country paper at a great trade center.

REACH OREGON, Washington and Idaho progressive farmers via the WEBFOOT PLANTER, the leading farm journal of the Pacific Northwest. 5,000 copies monthly guaranteed. Write for rates and sample copy. They will interest you. WEBFOOT PLANTER CO., Portland, Ore.

THE TIMES-UNION reaches not only the people of Albany but reaches out to all the towns and hamlets within a radius of 100 miles of Albany, where it is read every afternoon by the thrifty people who dwell therein. It is unequalled for advertising purposes. JOHN H. FARRELL, editor and proprietor, Albany, N. Y.

ABOUT seven-eighths of the advertising done fails to be effective because it is placed in papers and at rates that give no more than one-eighth of the value that might be had by placing the same advertising in other papers. If you have the right advertisement and put it in the right papers, your advertising will pay. Correspondence solicited. Address THE GEO. P. ROWELL ADVERTISING CO., 10 Spruce St., N. Y.

ADVERTISEMENT CONSTRUCTORS.

JONES.

DIXEY, 150 Nassau St.

JONES, 161 World Bldg., N. Y.

CLARENCE F. CHATFIELD, 170 Front St., Oswego, Tioga Co., N. Y.

GILLAM & SHAUGHNESSY, Advertisers, 623 & 624 Temple Court, New York. Write.

ST. ELMO LEWIS, specialist in writing, illustrating and printing of booklets. Penn Mutual Bldg., Philadelphia.

THIS ad is to advertise that I write "pulling" advertisements for advertisers. ELIS-WORTH, 35 Water St., Boston.

NO advertising bargain-counters—but the experienced service of successful salesmen. THE WHITMAN CO., 37 Nassau St., N. Y.

THE only writer of exclusively medical and drug advertising. Advice or samples free. ULYSSES G. MANNING, South Bend, Ind.

NOTICE—No matter who does your writing, get my prices on your printing. WM. JOHNSTON, Mgr. Printers' Ink Press, 10 Spruce St., N. Y.

SEND your name on a small postal for a copy of my large postal. WM. JOHNSTON, Manager Printers' Ink Press, 10 Spruce St., N. Y. City.

Owego, N. Y.

[illegible]

Oooo
ooo

MR. JONES' advertising has been favorably commented upon by almost every publication in the country.—*The American Hatler, New York, February, 1885.*

MR. JONES' advertising has attracted marked attention all over the United States. His work has certainly excelled anything heretofore done.—*Louisville Commercial, February 14, 1888.*

00 JONES' advertisements are always 00
00 well worded, judiciously arranged and 00
00 attractively displayed. Than their dis- 00
00 play lines none could be better—just 00
00 the right words in just the right places. 00
00 They are novel and striking without 00
00 being slangy or sensational.—*The Dry* 00
00 *Goods Chronicle, New York, April 27,* 00
00 1893. 00

I AM A CRANK. A crank about advertising, and that is perhaps the worst sort of crank that there could be. I am not a crank, because the great successes in all lines of business and science have been made by cranks. I am such a great crank, that I had rather not do your work at all than to have to do it poorly, even though you paid me double my price.

00 I thoroughly believe that thousands 00
00 of concerns need just the services that 00
00 I offer to business men. 00

00 I not only write and illustrate advertising, but I criticize your plans, your
00 system, and tell you where the trouble
00 lies, if your efforts have not been suc-
00 cessful. I don't guess at things, but I
00 study your case as a good doctor stud-
00 ies his patient. Then I tell you what is
00 the proper remedy. I can't cure your
00 business unless you follow my advice.

CHAS. F. JONES,
Writer and Illustrator of Advertising.
Practical Advice on Business Subjects.
Suite 151, World Building,
New York, U. S. A.
Correspondence invited.

00000000000000000000 000000000000000000
00000000000000000000 000000000000000000

I have in stock over 10,000 cuts made expressly to illustrate ads for over 30 distinctly different retail lines. All of these cuts were made under my direction in my own art department. I supply a ready-made or made-to-order ad to fit each cut. I have over 4,000 customers in this department of my business, but I want more. The retailer who wants the best cuts on earth for his business will do well to write for full particulars.

Charles Austin Bates, Vanderbilt Bldg.,
New York.

STORY OF THE YEAR

"One Paper in a State—The Salt Lake Tribune"

The ONE Great Newspaper Between Denver
Mountain and Fair

The • Salt • Lake



Total number
ending Dec
Actual Daily A
Actual Sunday
Total number
for the year
Actual Average

The above statement
correct to the best of my knowledge
Subscribed and sworn to
My commission expires September

THE TRIBUNE has a larger circulation than all the other daily papers
alone amount to more papers than the other paper prints on week-
any other paper, by all classes, irrespective of religious belief and political faith.

The year 1897 was a prosperous one for Utah in more ways than one. In
cattlemen, horticulturists and gold miners. The products of the farm, ranch
almost double those of the preceding year, and the yield the largest in the his-
removal of many mortgages, and in thousands of instances has resulted in a
important factor, agriculture and its kindred pursuits, and gold mining likewise.

THE TRIBUNE is the one great paper of Utah and the vast territory tributary
and is a paper of prestige and power.

THE S. C. BECKWITH SPECIAL AGENCY, Sole Agent

AR CARRIES WEIGHT.

Lake Tribune for Utah."—GEO. P. ROWELL.

Denver and San Francisco—the Great Inter-
in Favorite.

Lake • Tribune

number of copies printed for the year

ending December 31, 1897, 3,014,475

Daily Average, 8,258

Sunday Average, 11,957

number copies printed Semi-Weekly

the year ending December 31, 1897, 393,650

Average each issue, 3,739

'SWORN STATEMENT.

above statement of circulation of the Daily, Sunday and Semi-Weekly TRIBUNE is true and
best of my knowledge and belief. P. H. LANNAN, Manager.

scribed and sworn to before me this 17th day of January, A. D. 1898.

on expires September 19, 1901.

HOMER F. ROBINSON, Notary Public.

daily papers in Utah combined. On Sunday its sales to newsboys
on week-days. It is more largely and religiously read twice over than
political following.

one. It was the banner year since 1892 for the farmers, sheep and
ranch and orchard brought good prices, the average of which was
in the history of the State. The result of this prosperity has been the
cultured in a neat surplus. With the beet sugar industry becoming an
ing likewise, are all in a prosperous condition.

itory tributary to it. It has the absolute confidence of its constituency,

ole Agents Foreign Advertising, New York and Chicago.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

For ten dollars, paid in advance, a receipt will be given, covering a paid subscription from date to (January 1, 1901) the end of the century.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$20, or a larger number at the same rate.

Publishers desiring to subscribe for PRINTERS' INK for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving PRINTERS' INK it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

ADVERTISING RATES:

Classified advertisements 25 cents a line: six words to the line; pearl measure; display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OSCAR HERZBERG, Managing Editor.
PETER DOUGAN, Manager of Advertising and Subscription Department.

NEW YORK OFFICES: NO. 10 SPRUCE STREET.
LONDON AGENT, F. W. SEARS, 50-52 Ludgate Hill, E. C.

NEW YORK, MAY 11, 1898.

A THOROUGHLY thought out and matured plan is necessary to all successful advertising.

Press and Printer, of Boston, publishes each week a list which it describes as follows:

This list, printed each week, contains the addresses of advertisers in periodicals of general circulation not previously recorded in the office of *Press and Printer* as advertising since January 1. It is published for the benefit of business managers and advertising solicitors who want to approach new concerns coming into the field or old advertisers returning. The full list, compiled since January 1, and therefore containing only fresh, live addresses, now comprises between 1,600 and 1,700 of them. *Press and Printer* will sell a copy of it at the rate of a cent a name. No extra charge for furnishing it on envelopes or wrappers supplied to us.

THE province of the religious weeklies has been invaded by dailies. Some of the recent articles in the secular press on doctrinal topics have equaled in intellectual force the best productions of the church periodicals, and excelled them in clearness of style. Already the daily newspapers have usurped the functions of the comic paper and of the magazine. And now the best writing on religious subjects comes from worldly pens.—*National Advertiser*, New York.

The tendency of the daily paper is to supplant all other publications. Everybody in America reads it, from the hod carrier to the millionaire whom he envies. A great host of people reads nothing else. These facts make it an advertising medium of undoubted excellence and power. To reach the vast majority, there is nothing better, nothing cheaper.

THE NUTMEG STATE.

Office of

"THE NEW HAVEN REGISTER,"
Daily, Weekly and Sunday.

NEW HAVEN, Conn., April 28, 1898.

Editor of PRINTERS' INK:

The *Register* is willing to meet the rate of the *Chicago Record* for the insertion of the 12-inch advertisements of the Ripans Chemical Co. every issue in the *Evening Register* for one year. In so doing it offers no concession from its established rate for the service required. Herewith we hand you a copy of a letter we have sent to the Geo. P. Rowell Advg. Co. We have reason to believe that our offer will not be accepted, and we therefore trust you will expose the wickedness of the Ripans Chemical Co., who have thus publicly made an offer which they do not intend to permit their advertising agents to live up to. We particularly desire that you will not take action on this communication until you have examined a recent copy of the *Register* and made inquiries as to its standing and prestige in the city in which it mainly circulates. If you are then convinced that advertising space in the columns of the *Register* is not worth as much per thousand of circulation as in those of the *Chicago Record*, you will say so and tell why. Respectfully yours,
JULIUS MATHEWS,
Mgr. Foreign Advg.

NEW HAVEN, Conn., April 28, 1898.

Geo. P. Rowell Advg. Co.:

GENTLEMEN—On the first page of a printed circular addressed to us and bearing date April 5, 1898, PRINTERS' INK says: "It is not probable that you will be willing to receive advertisements at the same rate as the *Chicago Record*."

On the fourth page we find printed what purports to be a communication from the Ripans Chemical Co. to the Geo. P. Rowell Advertising Co. authorizing you to "place the same 12-inch advertisement in any and every other paper that will give an equal service for an equal charge." In the paragraph next following you invite us to "come in and take your orders for the insertion of a 12-inch advertisement to appear in every issue for a year," and direct us to "apply in person or by letter."

This is to inform you that we are willing to meet the rate quoted (and in so doing we do not vary from our established rates), and we hereby make application for the advertising.

The *Chicago Record* price is \$5,648.64 for 24,000 circulation. Our price is \$432.00 for 10,179 circulation, as per sworn statement of our business manager, being the actual average circulation for the six months ending February 28 (average circulation for month of March was 10,471 copies). If the sworn statement of our business manager is not deemed sufficient proof of circulation, kindly inform us what further steps to take in order to secure this contract.

Of course you understand that the price is less to you than that quoted above to the extent of the agent's commission.

Awaiting your reply, we remain, very respectfully,
REGISTER PUBLISHING CO.

When the letter printed above was exhibited to Mr. Oscar G. Moses, President of the Ripans Chemical Co., he said it was true that he would not authorize his advertising agents, the Geo. P. Rowell Advertising Co., to

accept the proposal of the New Haven *Register*, because he had no knowledge that the *Register* has, or had, or is going to have, any such circulation as Mr. Mathews talks about, and the reason why he is in doubt about it is because, in consultation with the editor of the American Newspaper Directory, he learns that the editor of said book has not been able to obtain from the *Register* any signed statement showing what the circulation is or what they claim it to be. Doubtless the manager of foreign advertising of the New Haven *Register* has some idea of circulation in his mind, but what that idea is the editor of the American Newspaper Directory has not been able to ascertain, although it apparently is something different from the number of complete copies printed. Possibly by circulation the *Register* man means that for every copy printed the paper may count five readers, and therefore that the circulation is five times as great as the number of copies printed. This view of the case, Mr. Moses says, is not the one that obtains in the office of the Chicago *Record*, and it is not one that he can encourage by cash advertising contracts.

After Mr. Moses had expressed his views PRINTERS' INK's reporter conversed with the editor of the American Newspaper Directory, who said he had never in his born days been able to get a statement of the circulation of the New Haven *Register* that would hold water. "He would not, he said, object to a 'sworn' statement from the business manager if rendering such would make him happy, but what he (the editor of the Directory) would prefer would be a SIGNED statement covering the period of a full year. He also took occasion to say that he would like to impress upon the *Register* that an offer to furnish a statement of any kind is quite a different thing from actually furnishing it. He has, he says, a great many offers and promises in the course of a year from people who seem to be very much in earnest, but who somehow always fail to come to time—until after the book has gone to press—and then are just as unhappy as they can be.

"ABSENT minded" would be the mildest term we could use to apply to the man who would lay all the material in his furnace and neglect to apply the match. The merchant who fills his store with goods and does not advertise has the disease in a more dangerous form.—*Prosperity*.

COOLNESS IN THE COAL REGION.

Office of
"DAILY DISPATCH."
SHAMOKIN, Pa., Feb. 8, 1897.

American Newspaper Directory:

DEAR SIRS—With reference to the circulation of the *Daily Dispatch*, we have only to say that within the past year the bona fide daily circulation has never been below 2,300 copies, often very much higher. Respectfully. STEEL & GUTTERMAN, Publishers.

Office of
"THE SHAMOKIN DAILY HERALD."
The *Herald* not only claims, but has, the largest bona fide circulation of any paper published in the four counties of the Seventeenth Congressional District, and no circulation liar is employed to verify this fact. Our books are open for inspection.

H. G. STEEL & Co., Proprietors.

SHAMOKIN, Pa., April 28, 1898.

Editor American Newspaper Directory:

With reference to the statement as to circulation from *Daily Dispatch*, we would say that we are more than amazed that our contemporary would resort to such a lie, since the *Daily Herald* is "onto them." We assure you most positively and can prove that the circulation of *Dispatch* is not anything near what they claim. Don't publish their false claim any more, because it is an injustice to all newspapers who do not resort to lying. The statement is a year old. You should ask for a new statement and at the same time tell them that their last statement has been pronounced false by the *Daily Herald*. Yours truly, H. G. STEEL & Co.

The editor of the American Newspaper Directory asserts that he has an unwritten rule that: Where one paper in a town gives definite and positive information about its circulation and another gives no information about its issues or tells in such an indefinite way that no one would be justified in guaranteeing the accuracy of the statement in the form in which it is given, a great deal of consideration is paid to the statement about the circulation of a rival publication made by the publisher who has furnished definite and satisfactory information about his own; and very little consideration is paid to a statement about the circulation of a rival made by the publisher who has failed to make a satisfactory statement about his own circulation.

Acting on this rule he is, he says, compelled to believe that what the *Dispatch* people said in February, 1897, was true. He states further that if it should be proved untrue, he, the editor of the Directory, will feel very much cut up.

BEWARE of the paper whose manager always wants to "key" your advertisement. "Forced" returns may follow, but seldom good business results are secured.—*N. Y. Electrical Review*.

THE HARNESS TRADE.

In PRINTERS' INK of March 23 appeared the following item:

Mr. W. A. Grant, editor of the *American Harness and Carriage Journal* of Chicago, says that he considers the *Harness Gazette* of Rome, N. Y., the leading paper of its class, and that the claim of the *National Harness Review* of Chicago to an actual average circulation of ten thousand copies is ridiculous.

The publishers of the *National Harness Review* above referred to write to say that, inasmuch as the American Newspaper Directory has on file a detailed statement of the *Review's* circulation, on which the circulation claimed has been accorded, they deem the publication of the item an injustice. They say, also, that in addition to this statement of circulation they furnish advertisers with proofs of its accuracy in the form of post-office receipts and statements of printer as to the number of copies printed, bound and delivered. A pupil of the Little Schoolmaster who looked over an issue of this paper said that it might have the circulation claimed, but for a trade paper of so large an issue it had a very small number of advertisements. He then showed the Little Schoolmaster a copy of the *Harness Gazette*, published in Rome, N. Y., which he asserted had several times as many advertisements, although it claimed only half the circulation of the *National Harness Review*. All of which convinced the Little Schoolmaster that somewhere there must be a little thread, which if it could only be located and pulled would unravel a mystery.

WAR HURTS THIS BUSINESS.

Frank V. Strauss, who prints the programmes for most the New York theaters, has found that the war is a pretty formidable element in his business. In discussing the matter yesterday afternoon Mr. Strauss said: "In the programme business, of course, the income is derived exclusively from advertisements. The people who do the bulk of this advertising have now shut up tighter than any lot of Little Neck clams you ever saw, giving it as their excuse for drawing in their various lines that the outlook is extremely uncertain in a business sense. I do not find that they are afraid we are going to be licked by the Spanish, but that they consider it injudicious at such a time as this to spend their money in advertising. Perhaps they believe the attention of the people is so closely centered on the war as to prevent them from reading about anything else. Anyway, advertising is dead just now, and the programme printing industry isn't exactly what it is cracked up to be."—*New York Telegraph*.

A REPETITION of telling phrases is calculated to make at last an indelible impression.

THE GUY BILL A LAW.

Senator Guy's bill to prevent false and misleading advertising has been signed by Governor Black. Twenty days must elapse before the bill becomes operative. The bill reads as follows:

"Any firm, person or partnership of persons, or any employee of a firm, person or partnership of persons, who, either in the newspapers or other periodicals of this State, or in public advertisements, or in communications intended for a large number of persons, knowingly make or disseminate any statements or assertions of facts with respect to his or her or their business affairs, especially concerning the quantity, the quality, the value, the price, the method of production or manufacture or the fixing of the price of his, her or their merchandise or professional work; or the manner or source of purchase of such merchandise; or the possession of awards, distinctions; or the motive or purpose of a sale, intended to have the appearance of a particularly advantageous offer, which are untrue or calculated to mislead, shall be guilty of a misdemeanor."

WHERE SAMPLES GO.

A Red Bank, N. J., correspondent of the *Bill Board*, Cincinnati, writes to that publication as follows:

Grain-O has been advertised here by placing samples in the grocery stores for customers to get. I got over a dozen myself. I asked the clerk for one, and he gave me a handful. I know people here who go from store to store and get samples wherever they are kept. They say they like Grain-O, but will not buy any as long as they can get so many sample packages free.

IN BOSTON.

The *Herald* announces at the head of its editorial page that its daily average circulation in April was only 285,392 copies. The *Globe* announces that its average daily circulation in April was 277,849 copies, and, moreover, that this "is over 70,000 greater than that of any other Boston daily newspaper." The *Post* circulates and sells something like 40,000 copies more every week-day morning than either of them.—*Boston Post*, May 3.

ADVERTISING is not a thing to go of itself and carry you, any more than a crutch is; but like that useful utensil, it will supplement it by a little vim or a hustling on your own behalf.—*London (Ont.) Echo*.

BOMBARDMENT INSURANCE

CONSULT

Frank Gair Macomber

115 Water St., Boston.

THIS reduced reproduction of a four-inch double column advertisement in the *Boston Transcript* of April 27 shows that war sometimes causes new things to be advertised.

AMERICAN TRADE-MARKS.

If any one ever stopped to consider the immense value of the trade-marks of this country and the very slight protection which they have from the United States Government, he would be astonished. It would not be incorrect to say that the combined commercial value of the trade-marks of this country would reach far into the millions. One needs only to consider the value of certain well-known trade-marks to appreciate the enormous interests which are involved in adequately protecting the owner of a trade-mark in his possession of it. The very essence and life of many large lines of trade lies in the trade-mark, which mark is closely related in its value to the government mark upon coins. It is well known that "the name often sells the goods" without any special inquiry as to the quality or style of the same. No one ever stops to consider whether a Dunlap hat is a good hat. He takes it for granted, the trade-mark being sufficient evidence of first grade of quality and full value for the money.

And so it is with many other articles in daily use. Under common law, the owner of a trade-mark obtains ownership by the priority of adoption and use. The manufacturer who is the first to adopt a special trade-mark and puts his goods upon the market, obtains what is known as "the common-law right of ownership." The limitations of that law are that the trade-mark must not be descriptive of kind, quality or origin. For example, any person can manufacture a "steel" bicycle; the word steel being descriptive can not be used as a trade-mark. The mark must be original.

The question of honest use is one which is very important, as the right to a trade-mark which professes something not given would not be held in the court. A manufacturer who places upon a trade-mark the words "sterling silver," the goods being proved to be a large part alloy, would forfeit his right to such a mark, as he would not be upheld in its possession. Many attempts are made to simulate or to copy trade-marks so exactly that great advantage is gained unjustly from the original.

It is unfortunate that, as commerce is constantly increasing between States, there is no national trade-mark law which affords adequate protection to commercial marks used in this country. This country is practically with-

out national protection, as there is no criminal punishment existing for those counterfeiting trade-marks. The existence of a law without definite punishment for its infringement is ridiculous. It should be the wish of all business men that the United States should join the "Union for the Protection of Industrial Property," whose central office is located at Berne, Switzerland. The deficiency of our national laws certainly calls for some kind of legislation which will more adequately protect the owner of an asset so valuable as a trade-mark. The right to such a possession should be guarded and protected as carefully as the right to any property. The law should be so framed as to afford the largest amount of protection possible to those persons whose originality and business ability makes them the possessors of a trade sign or mark which, as time goes on, may prove far more valuable than many salesmen.

Let us hope that Congress, at the very earliest opportunity, may remedy this economic evil and supply protection which will make fraud in this matter impossible.—*Business.*

A PECULIAR NEWSPAPER MAN.

I have paid my way on railroads before this, and I admit that I rather like the idea.—*W. S. Cappeller before Ohio Editorial Ass'n.*

Who knows where the graveyard is
Where the fox and the eagle lie?
Who has seen the obsequies
Of the red deer when they die?

The common forest brown
Covers them over with Quaker grace
Just where they laid them down.

If you see in summer a deeper green
Here and there it is like to be
The spot where their bones have been.
—*William Herbert Carruth.*

BUSINESS EXPRESSION.



"ENLARGING HIS BUSINESS."

NOTES.

THE Bill Poster and Display Advertising have been discontinued.

THE San Francisco Bulletin's daily average circulation for April was 33,691.

A BROOKLYN shoe dealer describes his girls' shoes as "great hits for little misses."

ADVERTISING agents report that summer resort advertising has fallen off appreciably, both for shore and inland resorts.—*Albany Evening Journal*.

THE Wisconsin Legislature has passed a law requiring that a baking powder containing alum must be labeled accordingly.—*National Advertiser*.

THE feminine "sandwich" is a novelty introduced by London advertisers. It is safe to assume that an innovation of this kind would not be tolerated in New York.—*Truth*.

H. M. WALT, clothier, who has been in business in Newton, Mo., during the last ten years, has offered a prize for a copy of a Newton paper issued during that time which does not contain one of his advertisements.

THE New York office of the Newark (N. J.) Evening News has been established in room F, seventh floor of the St. Paul Building, New York. Advertising copy delivered there before noon receives insertion in all editions of the same afternoon's *News*.

ADDISON ARCHER, notorious throughout the country for his attempts to bunco certain newspapers, has been heard from in Newark, N. J. It is understood that a publisher in Chattanooga, Tenn., is anxious to have Archer arrested. Addison is a frequent contributor to **PRINTERS' INK.**—*National Advertiser, New York*.

THE war fever has become contagious among some advertisers. All kinds of war-like terms are being used as "attractive" captions for ads. Here is one from a Williamsburg clothier. How patriotic it sounds!

DON'T ENLIST!

Uniforms would not become you so well as one of our \$7.50 suits, marked down from \$14. **KORNER & Co.**

THE National Cash Register Company, of Dayton, Ohio, has sent in one hundred subscriptions to *Success*, the New York monthly devoted to the subject indicated by its name. The company writes: "We are desirous of having as many of our employees as possible subscribe for *Success*. We expect to send in another list within a week." The cash register people are evidently efficient canvassers.

THE following additional suits were filed yesterday against the Terraline Company, to recover upon advertising contracts: The Morning News Company, of Savannah, Ga., for \$373.47; the Post Printing and Publishing Company, of New York, for \$618.30; Evening News Publishing Company, of Baltimore, for \$401.12, and the Evening News Association, of Detroit, for \$1,026.40.—*Washington (D. C.) Post*.

THE Cleveland Press is one of the Scripps-McRae League newspapers, and claims over 100,000 circulation. Its publishers say that it prints more inches of advertising in six days than all the other English dailies in Cleveland print in seven. Also that the cost of reaching each individual buyer of Cleveland and vicinity is fifty per cent lower than any other medium in Northern Ohio. Anyhow, its advertising columns look mighty prosperous, which is a good sign.—*Charles Austin Bates Criticisms*.

AMONG the sources of revenue to be created in view of the necessities of war the New

York Tribune advocates a tax on theatrical posters. Certainly there is none on which people generally would look with more complacency. A pretty considerable revenue might be derived from them, and if the tax could be graduated according to size, variety of color and propriety of posture it might reduce to some extent the frightful displays exhibited on the billboards, walls, fences and trees.—*New Bedford (Mass.) Standard*.

ALFRED J. CAMMEYER, of New York, advertises: Brave shoes and boots for brave soldiers are to be found in our store. Shoes to travel after the enemy in. Boots to kick him with. Loots and shoes that do not run away with a man, but keep him in line with his face to the foe. Tramping boots and shoes for real war. We have them by the thousand pairs. Boots and shoes to tramp all day and sleep in all night if need be, and are easy and comfortable, strong and lasting to keep on tramping after the foe for days and nights, for weeks and months, until he's found, fought and whipped.

ORIGIN OF THE READY-PRINT.

It was as long ago as the year when the civil war opened that A. N. Kellogg, then publishing a Wisconsin weekly, found he couldn't get his paper ready because his assistant had enlisted and gone to the front. An inspiration came to him. He sent to the *Daily Journal* of Madison an order for half-sheet supplements to fold in with his own half-sheets. They came, and as he folded them another thought came also. If the two half-sheets were together as a whole sheet, the paper would be just as readable as though it had all been printed in his office, and the cost would be far less. His next order to the *Daily Journal* was for war news printed on one side of a full sheet, instead of on both sides of a half sheet. In his office at Baraboo Mr. Kellogg filled up with his own news the blank side of the sheets struck off in Madison, and on July 10, 1861, he issued the first auxiliary paper. He continued to print this way until 1865, and the *Daily Journal* continued to increase the number of its outside customers until it had supplied thirty country papers as it had supplied Mr. Kellogg. In 1865 Mr. Kellogg went into the business himself.—*Newspaperdom*.

A WHOLESALERS' ADVICE.

It is a mistake to scatter your appropriation through half a dozen journals simply because the town is supporting that many papers. The result is, you have small ads in all; you are nobody anywhere, whereby if you will concentrate your space in the two best papers, then the people will give you credit for being a plunger, a heavy advertiser, an enterprising merchant.—*Prosperity*.

ARRANGED BY STATES.

Advertisements under this head 50 cents a line. Must be handed in one week in advance.

GEORGIA.

SOUTHERN FARMER, Athens, Ga. Leading Southern agricultural publication. Thrifty people read it; 25,000 monthly. Covers South and Southwest. Advertising rates very low.

KENTUCKY.

OWENSBORO INQUIRER, daily, Sunday and Twice-a-Week, publishes more news, fresher news, and is more extensively read than any paper in Western Kentucky.

SOUTH CAROLINA.

THE COLUMBIA REGISTER—daily and weekly
—is the only daily paper in South Carolina giving a sworn and detailed circulation statement. (See Ayer's Directory). It is the best family newspaper published in the State. That's why it pays to advertise in **THE REGISTER**.

WEST VIRGINIA.

WHEELING NEWS is credited with a greater circ'n than any other W.Va. English daily.

Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted.
Must be handed in one week in advance.

THE EVENING CALL

LAFAYETTE, INDIANA.

is the best daily newspaper in America for the size of the town. It is typographically handsome, accurate and reliable. Member Associated Press. It has more home advertising and foreign advertising than any other evening paper in its field. It brings results. It is read by all classes.

PHENIX, ARIZONA,

is the trade center of
50,000 prosperous people.

THE Arizona Republican

published every morning
in the year, is read by the majority
of these people.

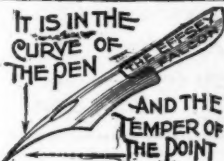
For rates and information concerning this progressive newspaper, see

H. D. LA COSTE, Eastern Agent,
38 Park Row, New York.

For Sale!

A Class Journal, only one
of its kind in the South.
Established nine years,
now on a money-making
basis. For full information
address

Box 702, Atlanta, Ga.



THE EFFSEY FALCON PEN

has a finely tempered steel point and is made as is shown in this illustration with a curved body, which gives to the pen an elastic spring and enables it to resist hard wear. It writes with equal ease on rough or smooth paper. It lasts twice as long as any ordinary steel pen. \$1.00 per box of 144. Sample box for 10c. Not sold by stationers, for they say it lasts too long. Write direct to manufacturer.

JOHN H. COOK, RED BANK, N. J.

SEND for a sample of my large postal for advertisers—size 11x14. Price, \$2.75 per 1,000. Address WM. JOHNSTON, 10 Spruce St., N. Y.

The Detroit Suns

TWO DISTINCT PAPERS.

THE ILLUSTRATED SUN

The circulation of the former is principally in Michigan, Ohio and Ontario. The latter is confined to Detroit and environs. The street sales of the Sunday issue are greater than any other Sunday paper published in Detroit, with one exception. The local patronage will average 35 columns weekly. This shows how Detroiters look on it as a medium.

The **Illustrated Sun** gives fair returns to mail order advertisers. For the low rate charged, the returns are considered by everybody who use it as being very good. We accept business from any reputable Advertising Agency. Patrons can discontinue at any time, for any cause. For low rates, etc., write **DETROIT SUN, Detroit, Michigan.**

E. R. PIERCE, GENERAL MANAGER.

State Capital Savings and Loan Association.

UNDER SUPERVISION OF STATE BANKING
DEPARTMENT OF PENNSYLVANIA.

HARRISBURG, Pa., March 10, 1898.

THE PATRIOT CO.,
Harrisburg, Pa.

Gentlemen—Herewith copy for advertisement to run as per arrangement with your Mr. McCullough.

During December and the early part of January we did some advertising in **THE PATRIOT**, using fifteen inches display sixteen times. As it is not customary for Savings and Loan Associations to advertise to any considerable extent in daily papers, we watched this experiment with great care and it may interest you to know that the results were eminently satisfactory to us. The replies, both from Harrisburg and the surrounding country, were immediate and numerous and, more to the purpose, brought us such a volume of business as to thoroughly satisfy us as to the value of **THE PATRIOT** as an advertising medium, both in this city and throughout Central Pennsylvania.

Yours truly,

STATE CAPITAL SAVINGS
AND LOAN ASSOCIATION,

per EDWARD R. PIERCE,
General Manager.

Texas is the greatest State in the Union.
There are over 300,000 Baptists in Texas.

THE TEXAS BAPTIST STANDARD

is their chief denominational medium.

The STANDARD has the largest circulation of any religious paper published in the Southern States.

The following affidavit proves that fact:

WACO, TEXAS, February 3, 1897.
TO WHOM IT MAY CONCERN:
This certifies that the smallest number of complete copies of the TEXAS BAPTIST STANDARD printed during any week of 1896 was 21,500.

J. B. CRANFILL, Proprietor.
(Seal.) T. M. HAMILTON, Pressman.
ST. CLAIR LAWRENCE, Mailing Clerk.

Subscribed and sworn to before me by J. B. Cranfill, T. M. Hamilton and St. Clair Lawrence, this 3rd day of February, 1897.

JNO. T. BATTLE,
Notary Public, McLennan Co., Texas.

Advertising rates are reasonable.

Write to the **Texas Baptist Standard, Waco, Texas**, for sample copy and rate card.

Eight pages—Daily and Sunday
—English and Yiddish—1 cent.

UNIQUE
BRIGHT
ENTERPRISING

THE JEWISH DAILY NEWS

טאגליכע יידישע נאכטע

Printers' Ink says:

"The Jewish Daily News with a circulation of 17,000 is an afternoon sheet, at 185 East B'way, New York. It is the outgrowth of the Jewish Gazette, a weekly established in 1874.

"The subscription lists of more than twenty defunct competitors are kept alive for the Jewish Gazette by seven trained traveling agents. Circulation nearly 25,000.

"The parents read the news columns in the Yiddish pages of the paper, while the children look to the English part for Jewish news and special features they can not find elsewhere. These papers are thus read by both generations.

"Yiddish is more spoken in N. Y. than any other foreign language but German."

Specimen Copies Sent Free.

To Get Customers

Advertise in their favorite family paper,

THE EVENING JOURNAL

of Jersey City, N. J.

Average Circulation in 1897. **14,756**

Actual Average Circulation for Nov., Dec. and Jan., **15,407**

Circulation Record for the year 1897.

TOLEDO EVENING NEWS

Sold 6,749,714 Copies.

Daily Average, 21,843.

Send for advertising rates and sample copies.

NEWS PUB. CO., TOLEDO, OHIO.

IT LEADS ALL RIVALS.

THE VANCOUVER (B. C.)

WORLD

Daily and Twice-a-Week,

has a larger aggregate weekly circulation than that of any other two newspapers in British Columbia combined. It is recognized as the best advertising medium in the Northwest.

Send for Sample
Copy
and Rate Card.

Address
THE WORLD,
VANCOUVER, B. C.

The Bicycle Trade and Rider,

WEST OF THE RIVER,

IS ONLY REACHED THROUGH

THE CYCLING WEST

Let us help you get agents where you have none, and help the agents you have, by advertising your goods before the riders in their vicinity.

WE HELP BOTH.

NO OTHER CYCLE PAPER REACHES
OUR FIELD.

WE ARE ALONE.

Write us for special inducements.

The Cycling West Publishing Co.

BOX 133.

DENVER, COL.

The Right Circulation. THE INLAND has now a circulation of over 120,000 guaranteed. Proof of which will be given before pay is expected for advertising done. Post-office Receipts, Paper Mill Account, Press Rooms, Subscription Lists, are all open to advertisers.

The Right Principle. Any advertisement can be discontinued at any time for any reason. Paying only for space used. We rely wholly on making the advertisement pay you to hold your business. We have been told repeatedly that this was poor policy; it might be for some papers but not so with us. Our advertisers don't want to quit, they admire the fairness of the proposition and tell others. As a result our patronage increases; so far this year our advertising is over 100 per cent greater than for same period last year—that's what talks.

The Right Features.

THE INLAND is a religious and home journal combined. Besides our editorials on Timely Topics, Home Departments, Floral Suggestions, Stories, Cartoons and the best of general articles, we have the Sunday School Lessons, Junior Stories



and Prayer Meeting Lessons. The last three departments named secure us ninety per cent of our subscriptions and which to be of value must be studied weekly. Thus an advertisement is kept in the home an entire month and really the advertiser gets as much benefit from one insertion in THE INLAND as he would in four insertions in a weekly of same circulation. You save the cost of three insertions by using THE INLAND.

The Right Price. Rate—Reading Notices or Display, 50 cents per line. It does not cost a fortune to try THE INLAND, but it may help make one.

THE INLAND, THE MOST POPULAR PAPER
OF ITS KIND IN THE WORLD.

NEW YORK:
500 TEMPLE COURT.

St. Louis, Mo.

CHICAGO:
BOYCE BUILDING.

F. E. MORRISON, SPECIAL REPRESENTATIVE.

WHAT IS CIRCULATION ?

We agree with Mr. Rowell that circulation is *copies printed and mailed*. We print and mail one million, five hundred thousand separate copies of the Vickery & Hill Magazines every month to one million, five hundred thousand live men and women. Most of these are paid subscribers. We sometimes mail more but we never mail less, in any month. Hence we state it in this way :

THE
VICKERY & HILL LIST
 Circulation
1,500,000 COPIES
 each month guaranteed.

If we were to count five readers to each copy, as publishers usually do, we would state it this way :

**Seven Million
 Readers**

You can look at it either way, but if you are an advertiser it will pay you to look at it twice.

THE VICKERY & HILL CO.,
 NEW YORK OFFICE, 520 TEMPLE COURT.
 JOSEPH W. KENNEDY, Advertising Mgr.



When It Had

250,000 People

Arkansas Was 40 Years Old
 Illinois Was 30 Years Old
 Missouri Was 30 Years Old
 Iowa Was 20 Years Old
 Nebraska Was 20 Years Old
 Kansas Was 15 Years Old
 Oklahoma Was 6 Years Old

There are only three Railroads which reach Oklahoma's 250,000. These three center in Wichita. During the year, 1897, the


Wichita Eagle Printed

1,389 Columns

of Oklahoma Dispatches

No other Associated Press Daily Printed One-Tenth that amount. The EAGLE will print more Columns in 1898—and the EAGLE is the Daily Oklahoma reads.

R. P. MURDOCK,
 Business Manager.


 The S. C. Beckwith Special Agency,
 "The Rookery," Chicago.
 Tribune Building, New York.

1898

sees the Tacoma daily LEDGER the most enterprising newspaper published in the State of Washington.

3,500

NEW SUBSCRIBERS
added to its subscription
list since July, 1897.

*Circulation guaranteed by the Advertisers'
Guarantee Company, of Chicago.*

KLONDIKE

SHIPS start from . . .
MINERS start from . . .
OUTFITS are bought in
TRADE controlled by .
GOLD comes to
GOLD smelted in
INFORMATION pub-
lished in the LEDGER
of

Tacoma

The people of the State of Washington have plenty of money this year. The crops were enormous and prices are high. Industries of all kinds are flourishing and prosperity is here.

To reach the people of this great coast
the TACOMA LEDGER is the means.

THE S. C. BECKWITH SPECIAL AGENCY,
NEW YORK. CHICAGO.

KANSAS IN 1897

Value of Agricultural Products, . . . \$136,335,258

Value of Live Stock, 94,074,885

**IF YOU HAVE SOMETHING
TO SELL THAT IS
USED BY THE FARMERS**

advantages, the way to get such a statement before the best farmers of Kansas is to publish it in

No State in the Union offers a more promising field for you in 1898 than the Sunflower State. If you want to get your share of the business, and have anything to say about your ad-

The Semi-Weekly Capital

THE FARMERS' NEWSPAPER OF KANSAS.

**THE SEMI-WEEKLY CAPITAL IS
THE LEADING FARM AND
FAMILY NEWSPAPER OF KANSAS**

It is read not only by more Kansas farmers than any other paper published, but by the best class of farmers throughout the State.

In all the political storms of the last five years **The Semi-Weekly Capital** has appealed to the successful farmers, and not to the failures and calamityites. It advocated a gold standard three years before the St. Louis convention adopted its platform. The readers of **The Semi-Weekly Capital** believe that success and prosperity are due to intelligent farming and hard work, and not to visionary government schemes. Last year's crops and this year's promise warrant the expenditure of money for machinery and farm implements on the farms and in the homes of Kansas farmers as a business proposition.

IN KANSAS no daily, weekly or semi-weekly paper is credited with so large a circulation as that accorded the **Topeka Semi-Weekly Capital** by the American Newspaper Directory.

IN ALL AMERICA but five other semi-weeklies have credit for so large a circulation as is accorded by the American Newspaper Directory to the **Semi-Weekly Capital**.

Average Circulation for 1897, 15,953 Copies Each Issue.

The Semi-Weekly Capital goes to over 1,300 post-offices and every county in Kansas.

THE S. C. BECKWITH SPECIAL AGENCY,

Sole Agents Foreign Advertising.

EASTERN AGENCY,
Tribune Building, New York.

WESTERN BUSINESS OFFICE,
"The Rookery," Chicago.

ADVERTISERS

Your list is
not complete
unless it includes the

Nickell Magazine

The only standard, high-grade five-cent Magazine in the country.

We ask you to compare the NICKELL with any Magazine in the land; on its excellent literary attainment, artistic composition, paper, press work and general tone and quality, it is second to none and is most certainly, considering value given, the Magazine of the century.

With June number begins the greatest serial of the year, "The Countess of Tekla," by Robert Barr.

This exciting and splendidly written story, undoubtedly the author's greatest, will create immense interest amongst the reading public, and prove veritable "Three League Shoes" to the NICKELL in its already rapid march to the front in Magazine circulation.

Over 300,000 people live in the homes now visited by the NICKELL MAGAZINE and this list is being added to daily. If you want those readers as customers, the NICKELL will give your goods an introduction that will be effective and lasting.

A guarantee with each month's issue.

Send at once for sample copy and rate card.

Nickell Magazine,

4 Alden Court,

Boston, Mass.

"Two heads are better than one"



The
Gibbs
&
Williams
Co

LITHOGRAPHING
PRINTING

DESIGNING
ENGRAVING

18 & 20
Oak
Street
NY

Corner
New Chambers



One of the Foremost

daily papers on the Coast,
covering thoroughly Cali-
fornia's third city, Oakland,
and the adjacent town of
Alameda.

PRINTERS' INK selects the
Oakland Tribune as one
of the best advertising
media on the Pacific Coast.

GUARANTEED CIRCULATION:
DAILY, over 8,700. WEEKLY, over 5,500.

Representatives:
THE E. KATZ ADVERTISING AGENCY.

230-234 Temple Court,
NEW YORK.

115 Bush Street,
SAN FRANCISCO, CAL.

Real Elevated Railway Advertising

In the cars and on the stations of the

Brooklyn "L"

Nothing like it anywhere
either for display
or price.

GEO. KISSAM & CO.,

253 BROADWAY, N. Y.

WE'VE HAD
A Great Big Boom
ON THE
BROOKLYN "L"

Advertisers are beginning to realize that the traffic has increased very largely during the past year, and they're flocking in fast. Nowhere can you get such display or such value.

\$100 per month,
285 Cars (297 July 1st),
16 x 24-inch Card.

The only real "L" Road advertising in America. Nobody can equal it, let alone beat it !

June 15 we Run Over the Bridge !

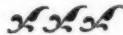
GEORGE KISSAM & CO.,
253 Broadway, New York.

RIGHT IN FRONT OF THEIR EYES.

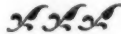
That's where your advertisement
should be to get the attention of
the buyers of goods. Put them
where people *must* see them and
put them in the

STREET CARS

but get the *BEST* Street Cars.
We believe ours are the best.




Send a postal for latest folder.



GEORGE KISSAM & CO.,

253 BROADWAY,

NEW YORK.

The Giant of 
The Five-Cent Magazines

THE HALF HOUR

The best and cheapest monthly published.

As attractive and as interesting as many of the more expensive magazines.

NOTHING LIKE IT FOR THE MONEY.

Advertisers report a large number of replies from the HALF HOUR.

Advertise now in the HALF HOUR and get the benefit of low rates and rapidly increasing circulation.

Your regular agent will quote you prices, or write to us direct. Copies of the HALF HOUR on all news-stands throughout the country.

Please send for sample copy and rates.



George Munro's Sons,
17 to 27 Vandewater Street,
New York.

A decorative border made of repeating floral motifs, possibly stylized leaves or flowers, arranged in a circular pattern around the central text.

The Biggest Liar Wins

sometimes—but we want a truthful, hustling representative in every manufacturing city who can *get* advertising.

We want him to investigate thoroughly before he *begins* work—then he can *know* what he talks about.

Are you the man?

Then write to M.,

NEW IDEA PUBLISHING CO.,

636 & 638 Broadway, - - - New York.

Newspaper men who desire to attract the attention of Proprietors of Schools and other Educational Institutions to the merits of their publications as mediums for their advertisements would do well to avail themselves of the special School number of PRINTERS' INK for May 25th, which will go to nearly every Educational Institution in the United States. The edition will be above 25,000 copies, and will afford an opportunity for placing arguments where those interested in advertising Schools will see them at the very time when they are making plans for advertising intended to interest the possible pupils for next term.

SCHOOLS

ADVERTISING RATES FOR THE SPECIAL EDITION ABOVE ANNOUNCED:

Classified Advertisements (no display), 25 cents a line.
Displayed Advertisements, 50 cents a line, or \$100 a page.
Special positions, 25 per cent extra, if granted.

JUBILEE NUMBER

The issue of PRINTERS' INK for July 6, 1898, will be first number for the eleventh year, and will be a Special Jubilee Edition.

Special Rates for the Special Editions: One Page in Both Issues,
\$200 net; One-quarter Page in the Two Issues, \$50 net.

The Enemy Routed



The naval battle at Manila, completely annihilating the Spanish fleet, reminds me of my battle with high prices which occurred about four years ago. Although outnumbered by the enemy I fought bravely, and within one short year had won a decided victory, and was crowned "The man who revolutionized the ink trade."

I guarantee my inks to be the best ever made, and if not found as represented I buy them back and pay all freight or express charges. Send for my price list and printed specimens. Address

PRINTERS INK JONSON, 8 Spruce St., New York.

My News Ink is sold as follows:

500 lb. Barrels, at 4 cents,	-	\$20.00
250 " Kegs " 4½ "	-	11.25
100 " " " 5 "	-	5.00
50 " " " 5½ "	-	2.75
25 " " " 6 "	-	1.50

My Terms are Cash with the order.

Ohio is Not Excited

Over the prospect of a war with Spain. If fight we must, the Buckeyes will rally as one man to the defense of their country's honor. At present they are willing to let President McKinley direct the ship of state while they "lay low" and get ready to take full advantage of the prosperity which is indicated in every corner of the great State.

The Ohio Select List

Will place your advertising in the homes of these people and charge only fair, honest, living rates for the service.

Akron,
Beacon-Journal.

Ashtabula,
Beacon.

Bellefontaine,
Index.

Bucyrus,
Telegraph.

Cambridge,
Jeffersonian.

Defiance,
Republican-Express.

East Liverpool,
Crisis.

Findlay,
Republican.

Gallipolis,
Journal.

Hamilton,
Republican-News.

Ironton,
Irontonian.

Kenton,
News.

Lancaster,
Eagle.

Lima,
Times-Democrat.

Mansfield,
News.

Marietta,
Register.

Marion,
Star.

Massillon,
Independent.

Mt. Vernon,
News.

Newark,
Tribune.

Norwalk,
Reflector.

Piqua,
Call.

Portsmouth,
Times.

Salem,
News.

Sandusky,
Register.

Sidney,
Democrat-News.

Springfield,
Republic-Times.

Warren,
Chronicle.

Wooster,
Republican.

Xenia,
Gazette and
Torchlight.

Youngstown,
Vindicator.

Zanesville,
Courier.

R·I·P·A·N·S

A revised Price List for the protection of wholesaler and
retailer under the workings of the new

Revenue Stamp Law

With a view of protecting against loss the wholesaler and the retailer who may have some of our goods on hand at the time the proposed internal revenue law goes into effect, requiring the affixing of a revenue stamp to proprietary medicines; and at the same time adjusting some inequalities found to exist in our price list, this is to announce that on and after the day the law goes into effect requiring the affixing of the stamps, the prices at which Ripans Tablets will be sold will be as follows:

THE 5-CENT SORT.

1 carton, - - -	5 cents
1 dozen, - - -	48 "
1 gross, - - -	\$5.18
5 gross, - - -	\$24.60

THE 25-CENT SORT.

1 box, - - -	25 cents
1 dozen, - - -	\$2.40
1 gross, - - -	\$25.90
5 gross, - - -	\$123.00

No lower price for larger quantity.

THE 50-CENT SORT.

1 box, - - -	50 cents
1 dozen, - - -	\$4.80
1 gross, - - -	\$51.80
5 gross, - - -	\$248.00

THE \$1 SORT.

1 bottle, - - -	\$1.00
1 dozen, - - -	\$9.60
1 gross, - - -	\$103.30
5 gross, - - -	\$492.00

No lower price for larger quantity.

It will be perceived that the advance is something more than the price of the stamps, consequently there will be a proportionate profit resulting to those wholesale or retail dealers who have our goods in stock, after assuming and paying the expense of stamping, as they will be required to do by the law.

The present price of the \$1.00 bottle is \$86.40 per gross. The cost of 144 four-cent stamps is \$5.76, which added to \$86.40 would make the gross price \$92.16 while the price at which the goods will be sold, after the stamp law goes into effect, is \$103.60.

It is hoped that this new adjustment of prices will enable the retailer to obtain the schedule price for our goods, for which we shall stimulate a demand by more extensive advertising.

The payment-in-advance feature of what is now our principal product will not be insisted upon after the new price list goes into effect—the price for the 5-cent sort, like all the other varieties of our goods, being subject to a rebate of the cost of freight when the buyer remits in payment of the invoice within thirty days.

THE RIPANS CHEMICAL CO.,

May 3, 1898.

No. 10 Spruce St., New York.

FOR 5 C.

Ripans Tabules, ten for five cents, please everybody and make the Druggists happy and prosperous.

IN NEW YORK CITY.

Atwood Pharmacy, 846 Broadway, bet. 13th and 14th sts. Large sale every day. The five cent cartons just what the people want.

Van der Ende Pharmacy, 313 Bowery, opp. Bleeker st. Selling three or four dozen 5-cent Ripans per week.

Thomas Latham, 1309 3d ave., cor. 75th st. We are selling an immense lot of Ripans Tabules. Those people (R. C. Co.) are up with the times, and know what the people want. Five-cent and ten-cent goods are the coming popular goods of America. Rich people are in the minority. The trade of the poor is the one to cater to, and the call is for five-cent and ten-cent goods.

Meyer Bros., 1210 3d ave. What are those people thinking of, selling ten Tabules for five cents? People won't buy anything else but five-cent packages.

The Rhinelander Pharmacy, 2d ave., cor. 63th st. Yes, sir, we sell a good many Ripans. There is more money in the 5-cent kind and no cutting prices.

A. J. Dittmar, 1180 2d ave., cor. 62d st. Are selling very well. A 5-cent article is what sells now, and they are a good thing for a druggist to handle. There is no danger of their getting to cutting prices.

Louis Stuermer, 88 2d ave., near 46th st. Selling well. Only one fault to find with Ripans—they are killing the sale of our pills; but I suppose we might as well sell Ripans. That was a wise plan to put the price of Ripans at five cents. If a man can purchase what he wants for five cents he always has it. If it cost forty cents or fifty cents he does not make the purchase. It is just like going to Coney Island with a pocket full of change.

D. Davidson, 118 53d ave., near 60th st. Selling a few five-cent Ripans. They take the lead of anything else on account of the price.

J. Bogathy, 54th st. and 2d ave. We sell two or three dozen a week of the five-cent size.

Francis X. Hart, 1077 2d ave., cor. 57th st. We are selling quite a good many five-cent Ripans Tabules. It is the five-cent article that sells nowadays. Any one will spend five cents to try a new thing. Were the price more, they would never give it a trial and never know its merits.

N. Leslie Littell, 731 2d ave., one door above 59th st. We are selling quite a good many Ripans. Five and ten-cent goods are taking the lead on everything nowadays, and they are the people that get the trade.

Medical Hall, 652 2d ave. Are selling a good many Ripans. I have been in business here thirty years, and am convinced that the Ripans Chemical Co. have done just the right thing to put a five-cent package of Tabules on the market. They have got ahead of some one else.

Carl E. Kessler, 621 2d ave., cor. 34th st. Five-cent Ripans Tabules are selling like hot cakes. Five-cent goods sell well around here. That price seems to be about what people want to pay for almost everything.

German and American Pharmacy, Geo. W. Kirchhoffer, Mgr., 839 2d ave., near 21st st. Ripans selling well. Five and ten-cent goods are just what they want in this neighborhood.

Abraham Weiss, 146 2d ave., cor. 9th st. Ripans are selling well. A five-cent article sells quick and is just what the people want.

Henry J. Reel, 214 Monroe st., bet. Scammel and Gouverneur sts. We sell a good many of the five-cent Ripans.

Manhattan Pharmacy, 298 E. Broadway, cor-

- Scammel st. We are selling a good many Ripans Tabules. The Ripans ten for five cents on the window has made a good many customers for us.
- Link Bros., 193 East Houston st. We are selling a good many five-cent Ripans. They take very well in this vicinity.
- A. W. Weismann, 257 Broome st., cor. Orchard. We are only selling the five-cent size.
- Henry Bugle, 321 1st ave., bet. 18th and 19th sts. I sell a few of your Ripans. The five-cent size sells pretty well.
- Chas. W. Roux, 38 1st ave., cor. 2d st. Yes, sir, we are selling Ripans Tabules. It is the 5-cent and 10-cent goods that sell nowadays.
- H. Adolph Engel, 259 Ave. A, cor. 16th st. We are selling a good many Ripans. Five cents is a popular price, and people rather pay 5 cents one hundred times than to pay 50 cents once.
- Dr. L. Schula's German Pharmacy, 227 Ave. A, cor. 14th st. Ripans are selling fast. Those little 5-cent packages "just go!"
- Herman Hobeln's Pharmacy, 357 E. Houston st., cor. Pitt st. Ripans are going very well with us. A 5-cent article always sells readily.
- Theodore P. Rogers, 254 Ave. B, cor. 15th st. Ripans selling first rate. That 5-cent kind is what they call for here. People like to buy an article they can get for 5 and 10 cents, and 5 cents suits better than 10 cents.
- Stephens' Pharmacy, 426 E. Houston st., cor. Ave. D. We are selling Ripans. There is being quite a run made on those goods now. Five-cent article just meets the demand.
- Charles F. Klippert, 1667 1st ave., cor. 47th st. Ripans selling well. Five-cent size just right. The smaller the price, the better the sale.
- Zagut Drug Co., 2457 8th ave., bet. 131st and 132d sts. Ripans having a splendid sale. I sell three or four dozen a day. I like to sell Ripans. There is a good profit, and no cutting on the price. I tell you that was a great scheme when the price was made five cents. They go now.
- Adolph J. Linser, 2161 Amsterdam ave., near 167th st. I sell quite a good many Ripans Tabules. An article that retails for 5 or 10 cents is sure of success when they will stand the test like Ripans.
- Wilbur F. Rawlins, 236 Eighth ave., cor. 155th st. Ripans lead all other dyspepsia preparations as a seller with us. I think it will eventually be the champion seller for dyspepsia, constipation, etc., everywhere. The price, 5 cents, will bring it to the front.
- The West End Avenue Pharmacy, 172 West End ave. Ripans all right and a good seller. We sell a great many of the 5-cent size.
- F. Wichelns, 192 Greenwich st. I am selling a gross of Ripans a week. There is a good profit on 5-cent packages, but I do not try to sell a dozen, for there is not enough in it.
- Tarrant & Co., 278, 280 and 282 Greenwich st. and 100 Warren st. I used to buy Ripans by the dozen, but have to buy in gross lots now. We sell a gross a week of the 5-cent packages.
- Wm. Haenstain, Amsterdam ave., cor. 75th st. We buy a gross of Ripans at a time and they go quick. A five-cent article seems to be the most popular seller of the day.
- J. A. Proben's Prescription Pharmacy, 295 Amsterdam ave., cor. 74th st. Ripans sell well. The five-cent size a perfect success.
- L. A. Frasier, 81 Amsterdam ave., cor. 63d st. Four months ago I hardly knew what Ripans was, but when they came out with that five-cent size I said then that their success was certain. We sell a lot of them now. Any one that sees that ad wants to try Ripans, and they will, for it is only five cents, and once they try them they continue to use them, for they are all right.
- Paul Langefeldt, 497 10th ave., near 98th st. To tell you the honest truth, I am not in favor of Ripans, for it hurts the sale of cathartic pills, as we only give six for five cents, but it can not be helped. You give ten for five cents, and people will have them.
- Ed. Legoli, 256 7th ave., between 36th and 27th sts. Ripans Tabules sell very well. The 5-cent kind sells best.
- Fred E. Roen & Co., 521 6th ave., near 31st st. Sell quite a good many 5-cent Ripans.
- Wanler & Imgard, 1322 Broadway, bet. 34th and 35th sts. Ripans Tabules are selling splendidly here. Have had some difficulty with 5-cent and 10-cent packages. There is less in the 10-cent bottles than in the 5-cent kind. This difference makes people think there are two qualities, they do not see so much difference in packing.
- Charles F. Hanson, 244 6th ave., next Greenwich Savings Bank. Having an excellent sale on the 5-cent Ripans.
- C. O. Bigelow, 102 6th ave., opposite Jefferson Market. We are having a nice trade on Ripans. Have just bought a quantity of the five-cent cartons and \$1 size bottles. We sell all kinds, a great many of the fifty-cent boxes.
- The Ehrmann Drug Co., 43 6th ave., near W. 4th st. Ripans selling, i. e., the five-cent size.
- Gebhard & Bell, cor. 8th ave. and 28th st. Ripans have reached us and selling well. The R. C. Co. were no doubt at sea for awhile in just what form to put out their Tabules, but they have no doubt accomplished it. The five-cent cartons are a very popular article, and will undoubtedly net them one hundred fold.
- Schaaf Bros., 738 8th ave., bet. 48th and 49th sts. I am selling a good many Ripans. Ripans have hurt the sale of our cathartic pills. We only gave six for five cents, and they give ten Ripans for five cents.
- Frank A. Haessig, 784 Washington st., cor. Jane. We are selling Ripans. Ripans are all right—only I gave six pills for 5 cents and Ripans gives ten, and people will buy Ripans.
- Sayer, Pringle & Rhein, Lexington ave., cor. 48th st. Ripans selling well. Those five-cent cartons are sellers.
- The Tremont Pharmacy, 97 Lexington ave., cor. 27th st. Ripans sell well. The five-cent size the best seller.
- P. Hoykendorf, 636 Park ave., cor. 66th st. Ripans selling first rate. The 5-cent size goes best. They can get more for their money.
- L. Dillon, 1880 Lexington ave., cor. 117th st. How those little Ripans do sell. We sell a lot of them. When the price was made 5 cents it began to sell.
- F. W. Foucar, 138 and 140 E. 96th st., cor. Lexington ave. Ripans are selling well. It was a long while we did not sell many. That was before the 5-cent size came out. They sell all right now.
- Herm. Krehbiel, Madison ave., cor. 87th st. Ripans are selling well. Since you got out the 5-cent article Ripans have sold remarkably well.
- F. W. L. Cunz, N. W. cor. 7th ave. and 118th st. Ripans selling well, that is, we sell a good many of the five-cent size.
- Johnson Drug Co., 225 8th ave., cor. 120th st. We sell a lot of Ripans, both sizes. We sell about half a gross a week of the five-cent size.
- Reinhard Eschmann, 759 9th ave., cor. 51st st. Ripans Tabules are all right and sell well with us. No mistake about it, there is no trouble to sell a 5-cent article that is well advertised.
- Louis P. Rupp, 178 9th ave., S. E. cor. 21st st. Ripans all right. That 5-cent package is a seller. Our trade has increased wonderfully on them of late.
- J. Wisnowski, 723 9th ave., near 49th st. Their little 5-cent size sell very well.
- The Kostka Pharmacy, 700 9th ave., cor. 48th st. We have a great demand for the five-cent size.
- Doherty's Drug Store, 256 9th ave., bet. 23th and 24th sts. Ripans selling well. That five-cent size is a great seller.
- G. A. Cassebeer, 552 9th ave., N. E. cor. 42d st. Sell a good many Ripans, the five-cent size.
- Balluff's Pharmacy, cor. Columbus ave. and 84th st. Ripans sell; sell both fifty-cent boxes and five-cent kind.
- Richter Bros., 575 Lenox ave., cor. 129th st. Selling a good many of the five-cent size.

DEPARTMENT OF CRITICISM.

By Charles Austin Bates.

Readers of PRINTERS' INK may send to this department advertisements, booklets, catalogues or plans for advertising. As many as possible will receive full, honest, earnest criticism. There is no charge for it. PRINTERS' INK "pays the freight."

OSHKOSH, Wis., March 18, 1898.

Mr. Charles Austin Bates:

DEAR SIR—Allow me to thank you for your kind words in last PRINTERS' INK, and I don't believe they did me any damage, as I am still wearing my same old hat. Inclosed please find a few of my last ads, as you will see I have avoided the only real objection you had to my former ads. If it wouldn't be infringing too much on your good nature I would like to hear your opinion on a few questions that I feel sure would be a benefit to all who are interested in this word-grinding craft.

First, would you advise the use of a few appropriate cuts, we will say about three in an ad of four columns half? and don't you think cuts are liable to make an ad more pretty than forcible? Next, would you advise any one to continually use about the same display and same style of type until at last your ad would be recognized by the people without seeing your name? Don't you think it's liable to lose its freshness and at last get stale in the eyes of the public? Next, do you think it policy to always have a heading? Doesn't it seem to you as though we all thought it necessary to first preach a little sermon before getting down to our items? How many people except competitors do you think ever read a heading? Don't you think it advisable to mix in such sentences as you would use in a heading among your items? Wouldn't they then stand more show of being read? Hardly daring to hope for such good luck as to hear your opinion on these questions, I remain, after thanking you again for favors already shown, respectfully yours,

FRANK STEIN.

240 Eighth St., Oshkosh, Wis.

I certainly believe in the use of cuts in retail ads if they are good cuts and if they belong in the ad. There is no use of using cuts just for the sake of using cuts. If the cut has no significance in the ad then the only excuse for using it is to attract attention to the ad.

If a cut is not illustrative of some item advertised, it must be pretty enough to attract favorable attention. It is generally possible to make an illustrative cut just about as attractive as one that is not illustrative.

If I had good cuts—appropriate cuts—I would put no limit on the number that I would use. That is something that will take care of itself and will settle itself on each occasion. If there isn't room to use a cut and tell your story also, tell the story and leave out the cut. If there is room for both, so much the better.

I should certainly advise the use of the same style of display and the same

style of type. If this is done intelligently it will save space. The ad set in characteristic type displays itself. If a distinct style of type and border be secured there is no reason for using large display type. The whole ad becomes distinct—becomes a unit and therefore the whole space is prominent and not simply the one line that is set in black type.

Such advertising is not likely to lose its freshness, if it ever has any freshness in it. The interest and freshness of an ad do not depend on its typographical display. If you can teach people that you say interesting things in your ads, they will look for the ad all over the paper, and they'll read it if it is set in the solidest of solid nonpareil. Of course you have no right to set it in nonpareil; you have no right to make people work hard to read even your most interesting productions, but it is what you say and how you say it that are most important. How the ad looks is the next consideration. How the ad looks is by no means the first thing to think about. First decide what your story is to be; second, how it is to be told; third, what you are going to make it look like.

All the reading matter of most papers is set in about the same size type. The reader of the paper soon learns to find the items and articles that interest him. If these items or articles can be placed in the same spot on a certain page every day, so much the better. However, if their position is changed he will look for them because he wants to read what they say.

The same thing is true of advertising. If you make it interesting people will look for it. If you have a fixed position for it and set it in readable type you will thus accommodate the reader, and you will probably gain more readers than you would in any other way.

Most department store writers seem to think it is "necessary to first preach a little sermon" before getting down to business. Most of this stuff is utterly worthless, wastes the space, and I doubt if even competitors read it.

There are only three people that are sure to read it—the advertisement writer, his employer and the proof-reader. It is certainly much more effective to mix this talk right in with the items.

* * *

LEHIGH VALLEY RAILROAD.
General Passenger Department.
CHAS. S. LEE,
General Passenger Agent.
PHILADELPHIA, Pa., April 27, 1898.

Mr. Chas. Austin Bates:

DEAR SIR—Taking a great deal of interest in your department of PRINTERS' INK, and observing the fact that P. I. gives railroads, who probably spend more money in advertising than any other industry or enterprise in the world, practically no mention at all, except an occasional burst that railroad advertising is rank, rotten, worthless and of no value whatever, I beg to hand you herewith some specimens of magazine advertisements which we have prepared, in order to endeavor to demonstrate to you that the Lehigh Valley is an exception to the general rule.

We try to make our advertising more attractive than the general run of railroad advertising, and if we are not successful in this direction, we would, of course, be pleased to have any criticism from such an experienced character as yourself, and to that end, we would be pleased to note that you have thought the matter sent you of sufficient importance to occupy space in PRINTERS' INK.

Yours truly,
CHAS. S. LEE,
General Passenger Agent.

It may be that railroads spend more money in advertising than any other industry in the world; certainly they spend a lot of it, and most of it is spent with very poor judgment.

For years the railroads have been considered the first victims of the advertising schemer. The schemer frequently figures that the entire cost of his publication will be paid for by the mileage books or trip tickets that he is able to get from passenger agents, and which represent just exactly so much cash at a scalper's office.

The district or local passenger agent is authorized to take ads in these schemes and to have tickets issued in exchange. Theoretically, this doesn't cost the railroad anything. Actually, it costs the price of the ticket.

I believe that it is safe to say that certainly one-third, and probably one-half of all the tickets issued by railroads in payment for advertising space find their way into the hands of the ticket scalpers, and are sold to people who otherwise would have to pay full fare in the regular way.

As long as railroad advertising is, to a very large extent, done by the local passenger agent there can be no hope that it will be very well done, for however smart a railroad man the passen-

ger agent may be, he is pretty sure to know just about nothing at all of advertising. There is no reason why he should know, or why he should be expected to know it. It isn't his business, and he has probably never before in his life had to think of it for a minute.

I believe that most railroad advertising in local papers entails a waste of effort and money. If the railroads would confine themselves to the publication of a time table and reading notices announcing excursions or other important events, they would be very much ahead. The newspaper publisher would be just as well satisfied, and he also would probably be money ahead. Unless the publisher sells his railroad tickets he would undoubtedly be better off without them. The possession of a free ticket will frequently lead a publisher to take a trip to his nearest large town, waste a day and spend more or less money when he ought to be attending to business at home.

Some of the magazine advertising done by the great railroads is quite attractive. The best is probably that which is done by the New York Central. At any rate, that is the advertising that I notice most often. Whether the advertisements are in more publications than the ads of other railroads I am, of course, not in a position to determine.

These advertisements which Mr. Lee sends me have really nothing about them to even entitle them to criticism. If anything they are a little bit worse than the general run of railroad advertising in magazines.

For instance, the following ad has in it six display lines, all set in about the same size type, so that no one of them sticks out, and so that the entire ad is inconspicuous and in no way striking.

The Practical Side

of traveling, the side that appeals to the man who pays the bills, is the question of

Ease, Comfort and Punctuality with which a journey can be made.

These important requisites, coupled with pleasant surroundings, meals en route on the popular a la carte plan, and modern safeguards for the averting of danger, abound in utmost exuberance on the

Lehigh Valley Railroad.

No Other Route offers so many inducements to the traveler between New York and Philadelphia and Buffalo, Niagara Falls and Chicago.

Send four cents in stamps for descriptive matter to CHAS. S. LEE, General Passenger Agent, New York.

This may be said of the display of all of the ads. Some of these quarter page magazine ads have as many as nine or ten display lines. Not more than one or two of them have display lines set in type larger than eighteen point. A quarter page magazine ad without an illustration should surely have one display line set in at least thirty point, or thirty-six point, or even if in forty-eight point, so much the better.

The wording of these Lehigh Valley ads is just the ordinary old-fashioned railroad ad wording. They claim everything in the way of convenience, comfort, speed and luxury for their road, and rather insinuate that no other road has any of these things.

The one ad in the entire lot which seems to say something, and say it pretty well, is this one:

The Sincerest Flattery

is imitation, so 'tis said.

Since the inauguration of the popular system of meals en route on the a la carte plan by the

LEHIGH VALLEY RAILROAD

the first road to adopt this method, where you pay only for what is ordered, and the dining car is attached to the train during the entire journey. The service has met with such flattering approval from the traveling public that several other roads have considered the advisability of superseding the old table d'hôte cars with a la carte diners.

TO THE VICTOR BELONG THE SPOILS.

Therefore the Lehigh Valley should certainly receive full credit for this marked improvement in supplying passengers with meals or refreshments of the kind they want, just when they want them and in such quantity of variety as best suits the various conditions of mankind.

Literature, descriptive of this service, mailed on receipt of four cents in stamps, by CHAS. S. LEE, General Passenger Agent, New York.

What is said here could be said in about half the number of words and display could be employed that would make the ad stick right out of a page so that it would be sure to be seen.

This third ad, headed "Rod and Reel," could also be made very attractive, but there is too much display in it. In this case there is perhaps hardly enough talk, and certainly not the right kind of talk.

The first paragraph is trite and uninteresting. The first statement in it is superfluous. What's the use of wasting good magazine space saying that "Rod and Reel contribute their full share of enjoyment to the lover of fish

and the art of angling"? Of course the rod and reel contribute their full share to the art of angling. Where on earth would the art of angling be without them? Why not be content to head this ad in two lines of type just as large as it is possible to get in, with the words "Good Fishing"? Let that be the only display in the whole ad. This would surely attract any man who is likely to spend the time and money necessary to take a trip on the Lehigh Valley road for the sake of finding "good fishing."

Rod and Reel

Contribute their full share of enjoyment to the lover of fish and the art of angling. Some of the best fishing to be found anywhere, and in great variety, is to be had along the line of the Lehigh Valley Railroad. All interested in outdoor sports should send four cents in stamps for copy of

"Hunting and Fishing on the Lehigh Valley,"

a profusely illustrated booklet containing much interesting and valuable information for the sportsman. Address Chas. S. Lee, General Passenger Agent, New York.

I am sorry that I can't find anything complimentary to say about these ads, because Mr. Lee seems to have the proper feeling of respect for the "Little Schoolmaster." The trouble with Mr. Lee's advertising is that he tries to do two things. He should not expect to be so good a railroad man as he is and to be, at the same time, an expert advertiser. The man who can successfully run the passenger department of a great railroad has enough for one man to do. Advertising is not a part of his business. He had better leave that to the men whom grim fate has forced into the advertising business when they would much rather run railroads.

The prettiest country paper I know of is the *Herald*, of Columbia, Missouri, and I don't believe they own a line of display type except French Old Style. The result is that every ad in the paper is clean and crisp and looks readable.

The idea that display is impossible without display type is a mistake. There is nothing that so easily defeats the object of display as the inordinate use of display type. One good strong line at the beginning of an ad, and a line half as big for the signature, is about all that is really necessary.

**IF YOU'RE IN - - - YOU KNOW . . .
IF YOU COME IN - - YOU WILL KNOW**

**That Our Advertisers Get Results
ARE YOU IN?**

Boyce's .. BIG WEEKLIES

600,000 COPIES WEEKLY.

\$1.60 per agate line.

BOYCE'S MONTHLY ..

500,000 COPIES MONTHLY

\$1.60 per agate line.

Our papers are chock full of advertisements, because they give results.

They give results because we have the circulation—the right kind and plenty of it. And the rates are low and we allow you to cancel your ad if it doesn't pay; and we want you to do it if it doesn't pay. Then you'll come back again. The next ad will no doubt pay.

THE HUSTLER.
A bright monthly,
sent free to any one
who asks for it.

W. D. BOYCE CO.,

Boyce Building, Chicago.

The New York Journal

is now printing

1,220,618
copies daily

N H State Library(29)

All Free Copies, Exchanges,
Samples and Waste Deducted.
The Largest Circulation of any Newspaper
in the World.

ADVERTISE IN

The New York Journal.